Radio/ WCSR: Scripts, Advertising, 1949-1954

80. Radio

5-9

BOX 3057

ALWAYS [illegible]

TIME: 5:54
DATE: monday - Friday
SPONSOR: THE STUDIO GIFT SHOP
SOLICITOR: EMC

If YOU like SMART things, then you'll LOVE contemporary and DISTINCTEVE gifts from THE STUDIO GIFT SHOP on GREEN STREET. Unusual gifts with that FASCINATING modernistic touch are really exquisite! Whether you choose spiralling earrings for your friend's birthday, or a mottled ceramic ash tray, you can't go wrong if you get it from THE STUDIO GIFT SHOP. Modernistic gifts made of wrought iron, tile ceramics, or pigmented glass are always welcome ANYWHERE. They have a way of adding just the RIGHT degree of smartness to their surroundings. Take a look at the MOBILES at the STUDIO GIFT SHOP too. There's nothing like an unusual MOBILE to take the drabness out of your room in the dorm.
THE STUDIO GIFT SHOP is next to the QUILL on GREEN STREET, and is open every THURSDAY night to serve YOU. So, DROP IN and browse around for gifts that are modernistic, distinctive, and contemporary. [redacted]

[redacted]

WCSR, 600 on YOUR DIAL, NOW CONCLUDES BROADCASTING UNTIL THIS EVENING AT 7:00.
~~YOU ARE TUNED TO 600, the VOICE OF SMITH COLLEGE, WCSR, NORTHAMPTON~~

THE CORRECT TIME IS NOW.....600....., COURTESY OF LIQUID SHAMPOO BY ANDRE, AVAILABLE AT BETTER STORES.

Louise Haessner M. Winsby
ANNOUNCER'S SIGNATURE

1949

One minute spot Tuesday nite Nov. 22 8:30

Can you believe it? Thanksgiving vacation is tomorrow. How will you get home? Just call 3700 - Central Taxi - and if it's a trip of long distance or just a lift to the railroad station, our guarenteed service will be yours for the asking. Why not travel comfortably? Why not make convenience yours? It is easily done with our 5 and 7 passenger sedans. Trips of any distance at reasonable rates. Don't forget - that's 3700 - Central Taxi in Hamp.

Athena Giftos

8:30

Spot for Basile Electric; for Tues., Nov. 22, '49; 9:15 P.M.

If your radio needs repairing, Basile Electric, at 180 Main Street in Hamp., is the place to go. There you can have your radio repaired quickly, at the lowest prices. But if it's beyond repair, and you feel the need of a new one, Basile Electric can supply you with any make or model you could ask for. Basile Electric has just the phonograph you want too, either in combination with a radio or the small portable kind. While you're down at Basile, take a look at the many gifts of electrical goods that they have, irons, heating pads, and many other things. There you can find just the lamp you need to brighten up that dingy corner of your room, too, at a budget-wise price. So go down to Basile Electric, at 180 Main Street, for all of your electrical repair and supply needs.

Thurs. - Dec. 15

ONE MINUTE SPOT FOR WOOD AND STRAND

8:15 A.M.

Here is the ideal Christmas gift for your roomate. Wood and Strand Jewelers, across from the Northampton City Hall are featuring a beautiful assortment of gold earrings for pierced ears.

Along with this, there are other beautiful gifts....such as silver plated perfume atomizers, Dunhill lighters and cigarette holders with the famous filter...Parker pen and pencil sets, and the ever popular ladies wallet.

An added attraction is the charge account coutesy, which maintains that your charge account privelege is always open at Wood and Strand's. Purchases now can be billed on January 1st, if desired.

Friendly service with all merchandise unconditionally guaranteed make for pleasant Christmas shopping at Wood and Strand.

PM

SPOT AD
15 December 49 - Thursday
8:30 AM

Five-Five Taxi Company

Vacation is only three short days ahead of us, if you count today, which is already begun, so half finished. Have you been foresighted enough to call the Five-five taxi company and arrange for your taxi service for vacation? Call NOW, for the rush will be upon us any day now. It may not even be too late for you to arrange for a full taxi ride all the way home, but the time is growing short. Call Five-five, and be sure of a safe and carefree ride home, Five-five guarantees careful driving, and a comfortable ride for the passengers. Remember Five-five, for a comfortable drive - to HOME!

Peg

Dec. 16, 1949

One minute spot announcement for
Harlow's Luggage

8:45 AM

If that small itmm needed for a Christmas gift has been bothering you, Harlow's Luggage store, located on 24 Center Street has just what you've been looking for.

Leather match box covers in a lovely assortment of colors, loose-leaf address books, and leather bound five-year diaries. Also Canasta and Gin Rummy sets make a very nice Christmas gift.

For your best girl friend, you have a choice of leather key cases....matching cigarette and compact cases bound in either leather of snakeskin for only $5.40.

Always welcome and very useful are the Rolf's ladies and men's billfolds, priced to suit your budget from $4.2o and up , including tax.

Don't wait another day to take advantage of the wide selection of leather goods offered at Harlow's.

Curteous service that satisfies your wants are your guanratee that you are getting just what you want.

Play

Spot for Carroll's Cosmetics; for Tues., Nov. 29,'49; 10:00 P.M.

If you need all kinds of drug and cosmetic supplies , and can't bear the idea of carrying a large package home through the slush, Carroll's Cosmetics , on Main Street, is the place for you to go. Carroll's will deliver your purchases to you, absolutely free of charge. Carroll's is full of wonderful bargains, too, that will spare your Christmas budget. You'll find all sorts of Christmas gift ideas there ; perfumes, toilet waters , and colognes , imported and domestic , at the lowest prices. So go down to Carroll's Cosmetics, on Main Street and have them deliver all of your drug and cosmetic needs.

Ads for Carroll's Cologne, for Men, 20,Mar; 10;20;Mar.

fifteen minute program
30 November 49 - Wednesday
7:15 - 7:30

Blue Door Inn

beginning The next fifteen minute part of our program comes to you with the courtesy of the Blue Door Inn. These coming week-ends before Christmas vacation are big ones for House Dances. Now is the time for you to check on your room accommodations for your date! The Blue Door Inn is a tourist home located at 89 Bridge Street, on Route 9, on the way to Amherst. The rooms at the Blue Door Inn are really spacious, and well-furnished. You want your date to be comfortable and to have pleasant memories of Northampton, don't you? Well, try the Blue Door Inn, for comfort and cleanliness and attractivenmss for the man of your choice!

end The Blue Door Inn has brought the last fifteen minute part of our program to you with wishes for a very happy House-Party Week-end for you and your date. The Blue Door Inn is a pleasant tourist house, with pleaty of heat todguard your date against the bitter cold of the Northampton winter. The Blue Door Inn assures us that the beds are really confortable, with innersprings and Simmons mattresses. The price at the Blue Door Inn are juat right for your purse, too. Only three dollars a night for a single room and four dollars for a double room. Why not call the Blue Door Inn tonight to make your reservation for House Dance week-end. The telephone number of the Blue Door Inn is Northampton 3977. Remember, for a comfortable and happy week-end for you and your date, it's the Blue Door Inn!

O.K. M. Moss
7:15

Fifteen minute program
30 November 49 - Wednesday
7:15 - 7:30

Blue Door Inn

The next fifteen minute part of our program comes to you with the courtesy of the Blue Door Inn. These coming week-ends before Christmas vacation are big ones for House Dances. Now is the time for you to check on your room accommodations for your date! The Blue Door Inn is a tourist home located at 69 Bridge Street, on Route 5, on the way to Amherst. The rooms at the Blue Door Inn are really spacious, and well-furnished. You want your date to be comfortable and to have pleasant memories of Northampton, don't you? Well, try the Blue Door Inn, for comfort and cleanliness and attractiveness for the man of your choice!

The Blue Door Inn has brought the last fifteen minute part of our program to you with wishes for a very happy House-Party week-end for you and your date. The Blue Door Inn is a pleasant tourist house, with plenty of heat to guard your date against the bitter cold of the Northampton winter. The Blue Door Inn assures us that the beds are really comfortable, with innersprings and Simmons mattresses. The prices at the Blue Door Inn are just right for your purse, too. Only three dollars a night for a single room and four dollars for a double room. Why not call the Blue Door Inn tonight to make your reservation for House Dance week-end. The telephone number of the Blue Door Inn is Northampton 5977. Remember, for a comfortable and happy week-end for you and your date, it's the Blue Door Inn!

J.O.
Spot for Fri., Jan 13 -- Shea Typing Service ~8:30 P.M.

Is your term paper completed? Due tomorrow but you've no time in which to type it? Don't get panicky! Go to the Shay Typing Service, 136 Main Street, and let them type it for you. When you reach 136 Main Street, go up to the second floor. It's the room to the left of the head of the stairs. If it's an emergency, such as a term paper due the next morning, they will probably type your paper for you while you wait. No, there's no catch to it. Their rates are quite reasonable. If you want to get more details on the Shay Typing Service, call Nortampton 2967.

Spot for Pri., Jan 15 -- Shea Typing Service

Is your term paper completed? Due tomorrow but you've no time in which to type it? Don't get panicky! Go to the Shay Typing Service, 186 Main Street, and let them type it for you. When you reach 186 Main Street, go up to the second floor. It's the room to the left of the head of the stairs. If it's an emergency, such as a term paper due the next morning, they will promptly type your paper for you while you wait. No, there's no catch to it. Their rates are quite reasonable. If you want to get more details on the Shay Typing Service, call Northampton 2967.

J.O.

Spot-- Tuesday, Dec. 6--- 10 P.M.
Harry Daniel Associates

Do you have any bright ideas about what to get your "Man of the Hour" for Christmas? If not, stop in at Harry Daniel Associates, 16 Main Street. They will be glad to help you select a gift for him. At Harry Daniel Associates you will find all sorts of practical articles of men's clothing. If he comes under the "College Joe" category, perhaps he might like a gay, colorful woolen scarf for Christmas. Or if he is more the conservative type, a stunning silver tie clasp or some initialed handkerchiefs might be more appreciated. But whatever type he might be, do visit Harry Daniel Associates and let them show you their selection.

Judy Maranis

Spot-- Tuesday, Dec. 8--- 10 P.M.
Harry Daniel Associates

Do you have any bright ideas about what to get your "Man of the Hour" for Christmas? If not, stop in at Harry Daniel Associates, 18 Main Street. They will be glad to help you select a gift for him. At Harry Daniel Associates you will find all sorts of practical articles of men's clothing. If he comes under the "College Joe" category, perhaps he might like a gay, colorful woolen scarf for Christmas. Or if he is more the conservative type, a stunning silver tie clasp or some initialed handkerchiefs might be more appreciated. But whatever type he might be, do visit Harry Daniel Associates and let them show you their selection.

Judy Morris

Mon - Dec. 5

One Minute spot for Berger's Dress Shop

~~8:00- 10:00 P.M.~~ 9:30 PM

For fashion excellence, Berger's Dress shop on Main Street offer you a wide selection of evening gowns for the coming House Dances and Christmas Proms.

Each one of you will feel like Cinderella at a ball when you wear on of their gowns. Rustling taffetas, satins... wispy nets... and chiffons all in lucious colors and in the newest styles.

For that special Christmas date, Berger's are showing date dresses. They offer a wide selection of taffetas, wools, crepes, satins, and nylons.

All merchandise is moderately priced to suit your every need, and charge accounts are easily opened upon request.

Berger's is open till 8:30 on Friday nights, so you will find plenty of time to choose without rushing.

Girls, this is the chance of the season to outfit yourself with some lovely costumes. Don't-~~fail~~ fail to take advantage of it. It pays to shop wisely... the compliments you receive on your formal or date dress will convince you of this.

Remember Berger's Dress Shop for that "well-groomed" look.

Lois Goldberg
One Minute

J.O.

Spot Ad. Monday, Dec. 5--9:15 P.M. Northampton Market.

Isn't this just about that time of evening when your mouth begins to water for a nice juicy apple or for some delicious tuna fish and crackers? Tomorrow night, have food on hand to help you study. Go to the Northampton Market, 147 Main Street, and purchase all the food you want at reasonable prices. There you will find just about any kind of edible that you might crave--- a stock, literally, from soup to nuts. Why not try the Northampton Market sometime tomorrow? After all, it is so much easier to work when there is food nearby to give you that much needed additional energy.

Harolyn Jenman
9:15

spot ad
5 December 49 - Monday
10 PM

Edette's

Have you been thinking hard and long about that long list of Christmas gifts? Edette's Shop is a fine place to begin your shopping, for you'll find many answers to your present problem. Edette's is located at 33 West Street, right off Green Street, and is very convenient for the Smith shopper. This week's suggestion at Edette's is sure to delight your female gift-receivers. It is beautifully and individually wrapped ~~and~~ boxed fine hand soaps, made by manufacturers who consider scent very important. Some of the names to look for are Prince Matchabelli, Roger and Gullet, and Mary ~~xxx~~ Chess. Edette's has them all, and invites you to come in and choose your favorite for your favorite friend, sister, or mother. Christmas is coming, be prepared!

Betty Blair
10:00 pm

Commercial for the Blue-Brown Shop ; for Tues., Nov. 29, '49: 9:45 P.M.

600 ON YOUR DIAL - STATION WCSR

~~The Blue-Brown Shop brings you the Carol Gurian Show.~~

Sean : (pronounced Shawn) singing, to the tune of "Do You Ken John Peel?"

Do you ken Seanee

With his coat so sleek?

Do you ken Seanee

Walking down Green Street?

Hello I'm Sean, the red setter who lives in the Blue-Brown Shop, at 46 Green Street. The Blue-Brown Shop is the place where my mistress Marguerette Himes has all of those beautiful kilts, made to order out of imported scotch plaid that you choose.

Girl: Oh Sean, I'd just love to have one of those kilts made out of a bright plaid but, even though they're only $29,95, I can't fit one into my budget right now, with Christmas coming.

Sean: Well, Christmas should solve your problem. Just order one of those kilts now, and ask Santa for the money to pay for it. Tell him how good-looking the kilts at the Blue-Brown Shop are, how a kilt is never out of style, and how well those beautiful imported materials last. While you're over at the Blue-Brown Shop, at 46 Green Street, take a look at the wonderful gift ideas there.

Girl: That's a wonderful idea, Sean. Goodbye.

Sean: Goodbye. (singing)

In the Blue-Brown Shop

There are plaids so bright.

To make shorts and kilts

And they look just right.

****

BOOK REVIEW

~~The Carol Gurian Show~~ has been brought to you by the Blue-Brown Shop.

Sean: (singing , as above, at the beginning.) Hello ~~I-me~~ did you go into the Blue-Brown Shop at 46 Green Street, and look at those beautiful kilts?

And while you were there did you see all of the wonderful gifts that you can get for Christmas?

Girl: Yes, I saw those wonderful bags and scarves that the Blue-Brown Shop has, made out of the same imported plaid material that's used in the kilts. A pair of accessories like that will be just perfect for my mother or sister. And they're only $4.95 for the scarves, and $10.95 and $12.95 for the bags.

Sean: And don't forget those good-looking plaid ties for your father or brother, for $4.95, and scarves to match. You can get any three of the $4.95 items- two scarves and one tie- or any other combination of three, for only $12.95. The Blue-Brown Shop is the answer to all of your Christmas problems. Don't forget to go to 46 Green Street for unusual and useful gifts.

Singing;

In the Blue-Brown Shop
There are plaids so bright
To make shorts and kilts
And they look just right.

Spot - local CSR
Tues. 17 Oct 50
9:29

Bidwell Travel Service

There's nothing like wpeedy travelling when time is at a premium. Bidwell Travel Service is here to show and arrange for us the fastest means of transportation. By travelling by Bidwell, we save precious time, so that we no longer need worry about distances. Fall week-ends are fun, and Smith girls like service - the Bidwell Travel Service! Contact Bidwell, at 78 Main Street, for your next trip...

Nancy Kugel 10/17/50

Return to Box

TUESDAYS 12/9/52 to 3/2/53

YANKEE PEDLAR INN

7:59

The stage coach and the bustle are museum pieces in this fast-moving age---- but delicious food and warm hospitality are NEVER out of date! In the friendly atmosphere of the Yankee Pedlar Inn , you'll be served home-cooked food, prepared from long-prized old-NEW ENGLAND recipes. Surrounded by authentic,early-American furnishings,you'll agree that they've brought "the good old days" to life again at thr YANKEE PEDLAR INN on route 5 in Holyoke. Soft music is furnished by a trio of fine musicians in the cellar room by the old-fashioned brass-surrounded fireplace. The YANKEE PEDLAR'S warm hospitality is especially noticable when you receive your third or fourth helping of lobster or steak!

So, the next time you feel the need of a delicious,home-cooked meal served in a leisurely and friendly atmosphere,stop at colonial YANKEE PEDLAR INN on Route 5 in Holyoke.

PLEASE SIGN THIS AFTER YOU HAVE READ IT:

DATE	ANNOUNCER
12/9	J. Greenwood
12/16	B. Parker
1/6	Boo Barbour
1/13	K. Greenwell
3/2	Carl Ward

Return to Bd

WEDNESDAYS (DEC. AND JAN,) MILL VALLEY GRIST MILL

5:29

(PLEASE read quickly but conversationally.)

Are you looking for an interesting and unique place to dine? Then come to the Mill VALLEY GRIST MILL where mouth-watering but low priced dinners are served in an atmosphere remeniscent of pioneer days and in keeping with that atmosphere the food is home-cooked and plentiful.

Candle lighted tables in the large pine-panneled main room are grouped about the polished mill equipment which was actually used during the days following the Revolution. The Grist Mill is one of the oldest buildings in this area and attached to it is a very interesting little gift shop that contains many antiques. The mill was restored only a year ago.

In the mood for a DIFFERENT experience? Then come on, join us at the MILL VALLEY GRIST MILL where wonderful food, an interesting antique shop, and a unique atmosphere will provide an evening that's full of fun! (The Grist Mill is located only one mile south of the Amherst College campus on the road to Mt. Holyoke.)

WHEN YOU HAVE READ THIS PLEASE SIGN:

DATE	ANNOUNCER
Dec. 10	Nancy Crawford
Dec. 17	Nancy Crawford
Feb. 4	N. Crawford

spot ad
7 December 49 - Wednesday
11 PM

Five-five Taxi Company

House parties are this week-end , but vacation begins next week-end. Have you called the Five-five taxi company for your taxi home yet? Five-five urges that you make your preparations early, because so many girls have the same idea of taking a taxi all the way home - to Boston or New York and vicinities. Call Five-five, and the company will take care of you, calling for you when you want to leave, carrying your bags into the warm and comfortable car, and taking you home, without the mass of crowds. Convenient, comfortable, quick, and economical, cab travel, Five-five travel, is becoming the favorite at Smith. Call Five-five, and you'll get service for your drive!

Joan Hunt
11 PM

Pat Heyer

WCSR- Spots

30 seconds: blood donation

Wouldn't you like to be able to help your country? your friends, those stricken with polio? or become a participant in the Red Cross work? You no doubt say "that impossible" OR "What can I do?" but you can help. How? By giving your blood to the blood mobile, coming February twenty-third and twenty-fourth to Davis Centre. The college takes care of obtaining permission slips from home. If you're under 21, so your only job is to remember Davis- Feb. twenty-third- and give your blood as a willing donor.

60 seconds: blood donation

Have you ever wondered just what you- a young college girl- can possibly do in times of war or times of peace? You naturally realize what the world situation is and it hits home when your best beau leaves for overseas or even when you pick up a morning paper and read the headlines- not too alarming but none the less, very real. Or even at home- the little boy next door comes down with polio- you of course aren't a doctor and you wouldn't have any immediate cure, so just what could you do?

Well, all this seems to boil down to one thing- blood donation. By giving only a small amount of your blood you can help wounded soldiers in wartime, or polio victims in peacetime and in many many other ways your blood would be put to valuble use. There's no pain, no trouble- the only thing you have to do is go to Davis centre, Feb. twenty-third and twenty-fourth and donate your blood. The Red Cross, medical researchers, military men people in large areas of destruction and countless others all will be more than grateful for your contribution.

CUT THIS. THE AD IS TOO LONG FOR A 60' BREAK

Cindy

DATE: 5/3/54

TIME: BETWEEN RECORDS OF EASY LISTENING

SPONSOR: THE ACADEMY OF MUSIC

SOLICITOR: SS

AT THE ACADEMY OF MUSIC, TODAY AND TOMORROW:

ACT OF LOVE STARRING KIRK DOUGLAS DANY ROBIN

ANATOLE LITVAK PRODUCTION

AND

CAPTAIN SCARLETT STARRING RICHARD GREENE LEONORA AMAR

IN TECHNICOLOR

FEATURE TIME: ~~X:XX~~ ~~X:XX~~ ~~X:XX~~ ~~7~~;00 7:50

CO-FEATURE: 1:50 6:30 9:35

TUNE IN EVERY MONDAY AND THURSDAY WHEN EASY LISTENING BRINGS YOU THE FLICK PROGRAM FOR THE ACADEMY OF MUSIC. REMEMBER THE BIG JACKPOT TUNE ON THURSDAY, WHEN YOU CAN WIN A PAIR OF FREE PASSES TO THE ACADEMY OF MUSIC, BY JUST IDENTIFYING THE MYSTERY TUNE.

REMEMBER: ACT OF LOVE AT THE ACADEMY OF MUSIC.

IT'S EASY LISTENING EVERY MONDAY, WEDNESDAY AND THURSDAY FOR THE BEST IN RECORDS AND FLICKS. FOR THE TUNES AND TIMES YOU WANT TO KNOW, IT'S EASY LISTENING. XXXX

Coleen Pickerson

SIGN.

5/3/54

Please sign after reading!

DATE: 9:59
TIME: Mon.
SPONSOR: ALBERT'S , INC.
SOLICITOR: DMC

FOR A WIDE AND VARIED SELECTION OF FASHIONABLE COTTONS
COME TO ALBERT'S . ALBERT'S, ON MAIN STREET, HAS THEM ALL...
FROM TONY OWEN'S SEPARATES, ANNE FOGARTY FASHIONS, AND
NANTUCKET NATURALS, TO OTHER WELL KNOWN DESIGNS SUCH AS
KENNETH TISCHLER STYLES, AND JUDY 'N JILLS.
ALBERT'S COTTONS ARE PRICED FROM $ 10.95 AND
THEY'RE BOUND TO BE YOUR SPRING AND SUMMER FAVORITES.
WHETHER YOU LIKE HIGH NECKS, LOW NECKS, OR NO NECKS , ALBERT'S
HAS THEM.....IN THE MOST BECOMING STYLES.
ESPECIALLY FEATURED THIS WEEK AT ALBERT'S ARE THE UNUSUAL
NEW TONY OWEN SEPARATES. THESE COMPANION PIECES OF
WASHABLE, WRINKLE-SHEDDING COTTON ARE TRAVEL-PROOF.
IN THEIR EYE-CATCHING HUES OF GOLD, TROPICAL BLUE, AND CORAL,
YOU'LL LOOK YOUR MOST ATTRACTIVE. SO DROP IN AT ALBERT'S
TOMORROW..WHERE YOU'LL FIND A WIDE SELECTION OF
FASHIONS THAT FLATTER.

YOU ARE TUNED TO 600, the VOICE OF SMITH COLLEGE, WCSR, IN NORTHAMPTON.

THE CORRECT TIME IS NOW....10:00.....

ANNOUNCER'S SIGNATURE: Anne Williston

.....

TIME: MONDAY, APRIL 19
TIME CHECK
SPONSOR: BERGER'S
SOLICITOR: LM

ATTENTION MONDAY HEAD OF AFTERNOON AND HEAD OF EVENING:

PLEASE READ THIS EVERY TIME CHECK:

REMEMBER: FOR THAT BIG SPRING WEEKEND: BERGER'S FOR FASHIONS, THE CORRECT TIME IS _____

ANNOUNCER'S SIGNATURE 4/19/54 - O. Markewitz ~~[illegible]~~

TIME: 5:59
DATE: Thursday
SPONSOR: BLUE BIRD SPORT SHOP
SOLICITOR: NG

SPRING VACATION IS NOW OVER AND SPRING HAS BEEN OFICIALLY USHERED IN. FOR THOSE OF YOU WHO HAVEN'T YET COMPLETED YOUR SPRING WARDROBE, THE BLUE BIRD SPORT SHOP ON GREEN STREET IS THE PLACE TO GO. BLUE BIRD HAS A COLLECTION OF BERMUDA SHORTS THAT'S BRIGHT, GAY, AND INEXPENSIVE. PLAIDS, CHECKS, AND SOLID COLORS CAN BE FOUND IN COTTON CORD AND A WOOL AND ORLON COMBINATION AT THE WONDERFULLY LOW PRICES OF 3.95 TO 7.95. TO GO WITH THESE, WHAT ELSE BUT A ~~MATCHING~~ BLENDING SHIP AND SHORE BLOUSE. FOR SOMETHING CASUAL TO WEAR ON DATES, BLUE BIRD HAS THE PERFECT THING * OUTFITS OF COTTON OR LINEN. THESE OUTFITS COME IN WIDE ASSORTMENTS OF COLORS AND ARE REASONABLY PRICED. SO, AS THE BLUE BIRD SAYS - WHEREVER YOU GO, GO WELL DRESSED. GET YOUR CLOTHES AT THE BLUE BIRD SPORT SHOP ON GREEN STREET.

YOU ARE TUNED TO 600, WCSR, VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW 5;00 P.M.

ANNOUNCER'S SIGN.

TIME: 4:59
DATE: [illegible]
SPONSOR: BLUE BIRD SPORT SHOP
SOLICITOR: MG

SPRING VACATION IS NOW OVER AND SPRING HAS BEEN OFFICIALLY USHERED IN. FOR THOSE OF YOU WHO HAVEN'T YET COMPLETED YOUR SPRING WARDROBE, THE BLUE BIRD SPORT SHOP ON GREEN STREET IS THE PLACE TO GO. BLUE BIRD HAS A COLLECTION OF BERMUDA SHORTS THAT'S BRIGHT, GAY, AND INEXPENSIVE. PLAIDS, GREENS, AND SOLID COLORS CAN BE FOUND IN COTTON CORD AND WOOL AND CHECK COMBINATION AT THE WONDERFULLY LOW PRICES OF 3.95 TO 7.95. TO GO WITH THESE, WHAT ELSE BUT A MATCHING SHIP AND SHORT BLOUSE. FOR SOMETHING CASUAL TO WEAR ON DATES, BLUE BIRD HAS THE PERFECT THING - OUTFITS OF COTTON OR LINEN. THESE OUTFITS COME IN WIDE ASSORTMENTS OF COLORS AND ARE REASONABLY PRICED. SO, AS THE BLUE BIRD SAYS - WHEREVER YOU GO, GO WELL DRESSED. GET YOUR CLOTHES AT THE BLUE BIRD SPORT SHOP ON GREEN STREET.

YOU ARE TUNED TO 600, WGBH, VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW 5:00 P.M.

ANNOUNCER'S SIGN.

TIME: 4:59
DATE: Thursday
SPONSOR: BLUE BIRD SPORT SHOP
SOLICITOR: NG

DURING THE SPRING SEASON, WHEN IT'S TOO WARM TO WEAR A COAT, BUT NOT WARM ENOUGH TO GO WITHOUT ONE, A SWEATER IS YOUR BEST FRIEND. WHETHER YOU'RE DRESSED UP TO GO OUT, OR JUST RUNNING AROUND CAMPUS, THE BLUE BIRD SPORT SHOP ON GREEN STREET HAS AN OUTFIT FOR YOU. THERE ARE HAND-LOOMED SHETLAND SWEATERS IN EITHER THE BLUE BIRD OR BRAEMAR KNIT. BOTH STYLES COME IN A WIDE ASSORTMENT OF COLORS AT REASONABLE PRICES. NOTHING IS MORE PERFECT TO WEAR OVER A SUMMER COTTON THAN A CASHMERE SWEATER. THE BLUE BIRD CARRIES HADLEY AND BRAEMAR CASHMERES IN ALL THE NEW SPRING COLORS. YOU NAME THE COLOR, AND THE BLUE BIRD PROBABLY HAS IT. SO AS THE BLUE BIRD SAYS, WHETHER YOU WANT A SHORT OR A LONG-SLEEVED SLIPOVER OR A LONG-SLEEVED CARDIGAN, BUY YOUR SWEATERS AT THE BLUE BIRD SPORT SHOP ON GREEN STREET. YOU WILL BE ABLE TO FIND THE STYLE YOU WANT IN JUST ABOUT ANY COLOR YOU'RE LOOKING FOR.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW 5:00 PM.

ANNOUNCER'S SIGN.

4-22-54 WILEN

TIME: 4:59
DATE: Thursday
SPONSOR: BLUE BIRD SPORT SHOP
SOLICITOR: NG

SPRING IS DEFINITELY HERE TO STAY. THE FLOWERS ARE BLOOMING ON THE HILL BEHIND CHAPIN HOUSE, AND SUN BATHING IS THE TREND. AS THE WEATHER KEEPS GETTING WARMER, YOU'RE GOING TO BE NEEDING MORE SLEEVELESS BLOUSES AND SUMMER SHORTS. THE BLUE BIRD SPORT SHOP ON GREEN STREET HAS A COLLECTION OF BERMUDA SHORTS THAT'S BRIGHT, GAY, AND INEXPENSIVE. PLAIDS, CHECKS, AND SOLID COLORS OFFER A WIDE VARIETY OF CHOICE. NAME YOUR PRICE - THE SHORTS SELL FROM 3.95 TO 7.95. YOU CAN GET YOUR BLOUSES TO GO WITH THE SHORTS AT BLUE BIRD TOO - IN THE SHIP AND SHORE OR SHIRT 'N SWEET STYLES. THESE BLOUSES COME IN ALL COLORS AND SELL FROM 2.98 FOR THE SHIP AND SHORE TO 3.58 FOR THE SHIRT 'N SWEET. THE BLUE BIRD SAYS: BUY YOUR SUMMER CLOTHES AT THE BLUE BIRD SPORT SHOP ON GREEN STREET. AND DON'T FORGET THE SALE BLUE BIRD IS HAVING ON MAN-TAILORED SHIRTS WHICH HAVE BEEN MARKED DOWN FROM 3.95 TO 2.95.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW 5:00 PM.

ANNOUNCER'S SIGN.

4-29-54 Wilson

TIME: 4:59
DATE: [illegible]
SPONSOR: BLUE ARPS SPORT SHOP
SOLICITOR: AG

EVENING IS DEFINITELY HERE TO STAY. THE FLOWERS ARE NODDING ON THE HILL, BEKING CHAIN HOUSE, AND SUN BATHING IS THE TREND. AS THE WEATHER KEEPS GETTING WARMER, YOU'RE GOING TO BE NEEDING MORE SLEEVELESS BLOUSES AND SUMMER SHORTS. THE BLUE ARP SPORT SHOP ON ORNEW STREET HAS A COLLECTION OF BERMUDA SHORTS THAT'S BRIGHT, GAY, AND INEXPENSIVE. PLAIDS, CHECKS, AND SOLID COLORS OFFER A WIDE VARIETY OF CHOICE. MAKE YOUR PICK - THE SHORTS SELL FROM 3.95 TO 7.95. YOU CAN GET YOUR BLOUSES TO GO WITH THE SHORTS AT BLUE ARP TOO - IN THE BRIE AND BRCHE ON SHIRT 'N SWEET STYLES. THESE BLOUSES COME IN ALL COLORS AND SELL FROM 2.95 FOR THE BRIE AND SHORE TO 3.98 FOR THE SHIRT 'N SWEET. THE BLUE ARPS SAYS: BUY YOUR SUMMER CLOTHES AT THE BLUE ARPS SPORT SHOP ON ORNEW STREET. AND DON'T FORGET THE BAIE BLUE ARPS IS HAVING ON MAN-TAILORED SHIRTS WHICH HAVE BEEN MARKED DOWN FROM 3.95 TO 2.95.

YOU ARE TUNED TO GOO, WOBR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW 5:00 PM.

ANNOUNCER'S SIGN.

4-30-54 [illegible]

TIME: 4.59
DATE: Friday
SPONSOR: BLUE BIRD SPORT SHOP
SOLICITOR: NG

JUNE WILL SOON BE HERE, JUNE - THE MONTH OF WEDDINGS AND ENGAGEMENTS. WHETHER YOU ARE BUYING SOMETHING FOR YOUR TROUSSEAU, OR GETTING A GIFT FOR SOMEONE ELSE, LINGERIE IS ALWAYS GREATLY NEEDED AND APPRECIATED. THE BLUE BIRD SPORT SHOP ON GREEN STREET HAS NIGHT GOWNS AND SLIPS WHICH ARE PERFECT OF FOR [redacted] GIFTS. THERE ARE LOVELY NYLON WALTZ BENGTH AND FLOOR LENGTH NIGHT GOWNS IN SIZES 32 TO 36. THE PRICES [redacted] ARE AS LOW [redacted] AS THE GOWNS ARE LOVELY - 8.95 FOR THE WALTZ LENGTH, AND 10.95 FOR THE FULL LENGTH. IF YOU ARE LOOKING FOR A SLIP, BLUE BIRD HAS NYLON TRICOT HALF AND WHOLE SLIPS IN SIZES 32 TO 40. THE HALF SLIPS SELL FROM 6.95, THE WHOLE SLIPS FROM 5.95. OTHER USEFUL [redacted] ITEMS FOUND AT THE BLUE BIRD ARE MAIDENFORM BRAS AND REGULAR AND PANTY GIRDLES IN THE SILF SKIN AND VASSARETTE STYLES. SO AS THE BLUE BIRD SAYS, [redacted] WHEN YOU'RE LOOKING FOR A SPECIAL GIFT, [redacted] BUY [redacted] LINGERIE AT THE BLUE BIRD SPORT SHOP ON GREEN STREET.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW 5:00 PM.

ANNOUNCER'S SIGN.

TIME: 4:59
DATE: MON.
SPONSOR: BLUE BIRD SPORT SHOP
SOLICITOR:NE

SIGNS OF SPRING ARE EVERYWHERE. BICYCLES ARE OUT OF WINTER QUARTERS, CROCUSES NOD IN BACK OF DEWEY HOUSE, AND BARE KNEES ARE DEFINITELY THE TREND. TOSS THOSE SKI-PANTS AND GRUBBY OLD BLUE JEANS AWAY. YOU'LL WANT A NEW PAIR OF BERMUDA SHORTS. AND THE BLUE BIRD SPORT SHOP ON GREEN STREET HAS A COLLECTION THAT'S BRIGHT, GAY AND INEXPENSIVE. WOOL AND ORLON--THE NEW WASHABLE FABRIC AND COTTON CORD--THE OLD FAVORITE, ARE DEFINITELY IN SEASON. PLAIDS, CHECKS AND SOLID COLORS OFFER A WIDE VARIETY OF CHOICE. NAME YOUR PRICE--- THE SHORTS SELL FOR $3.95 UP TO 7.95. SHIRTS OF OXFORD AND BROADCLOTH COME IN MATCHING COLORS--THEY'RE REASONABLE TOO. THE BLUE BIRD SAYS: WHEN SPRING FEVER STRIKES---BE PREPARED---BE A WELL DRESSED CONVALESCENT.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW 5:00 PM.

ANNOUNCER'S SIGN.
3/1/54 - Holly Sarbone
3/22/54 Holly Sarbone

TIME: 4:59
DATE: 3/8/54
SPONSOR: BLUE BIRD SPORT SHOP
SOLICITOR: NG

ARE YOU GOING ON A CRUISE THIS SPRING VACATION? OR MAYBE FLORIDA IS YOUR DESTINATION. IF SO, YOU'RE CERTAINLY GOING TO NEED SOME NEW SUMMER SKIRTS AND BLOUSES. THE BLUE BIRD SPORT SHOP ON GREEN STREET IS JUST THE PLACE TO GO TO REPLENISH YOUR WARDROBE. THEY HAVE A DARLING COTTON SKIRT AND BLOUSE OUTFIT THAT SELLS FOR [redacted] ABOUT $21.00. THIS [redacted] COMES IN THREE COLORS - COCOA, LIME, AND BLACK. ANOTHER OUTFIT, A PURE LINEN ONE, SELLS FOR ONLY $20.90, AND COMES IN COCOA, TANGERINE, LIGHT BLUE, GREEN, AND NAVY. SO STOP IN AT THE BLUE BIRD SPORT SHOP AND SEE THESE OUTFITS ALONG WITH THEIR LARGE ASSORTMENT OF COTTON SKIRTS WHICH ARE SOLD AS SEPARATES.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW 5:00 PM.

ANNOUNCER'S SIGN.

3/8/54 — Nancy Sartone

TIME: 4:59
DATE: Monday
SPONSOR: BLUE BIRD SPORT SHOP
SOLICITOR: NG

AS YOU ALL KNOW, EASTER IS JUST AROUND THE CORNER, SO NOW IS THE TIME TO GET YOUR NEW SUITS. WHERE IS THE PLACE TO GET THEM? WHY, AT THE BLUE BIRD SPORT SHOP ON GREEN STREEN, ~~OF COURSE~~. BLUE BIRD HAS A WIDE ASSORTMENT OF BEAUTIFUL FLANNEL SUITS AS WELL AS MANY IMPORTED ENGLISH AND DOMESTIC TWEEDS. BESIDES THE TWEEDS, THESE SUITS ALSO COME IN THE SOLID COLORS OF RED, NAVY, OXFORD NAVY, AQUA, AND OXFORD GRAY. THE PRICE IS A REAL BARGAIN, [redacted], STARTING AT $49.95. IF YOU ALREADY HAVE YOUR NEW SUIT, STOP IN AT THE BLUE BIRD AND SEE THEIR LARGE VARIETY OF WOOL SKIRTS. THERE ARE TWEEDS AND SHARKSKINS WHICH ARE REALLY LOVELY. TO GO WITH THESE SKIRTS, WHAT ELSE BUT ONE OF THE BLUE BIRD'S SPECIAL CASHMERES WHICH COME IN ALL COLORS. SO, AS THE BLUE BIRD SAYS, WHEREVER YOU GO, GO WELL DRESSED - GET YOUR CLOTHES AT THE BLUE BIRD SPORT SHOP ON GREEN STREET.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW 5: 00 PM.

ANNOUNCER'S SIGN.

3/15/54 Holly Sirlone

TIME: 4:59
DATE: February
SPONSOR: BLUE BIRD SPORT SHOP
SOLICITOR: MG

AS YOU ALL KNOW, EASTER IS JUST AROUND THE CORNER, SO NOW IS THE TIME TO GET YOUR NEW SUITS. WHERE IS THE PLACE TO GET THEM? WHY, AT THE BLUE BIRD SPORT SHOP ON GREEN STREET, OF COURSE. BLUE BIRD HAS A WIDE ASSORTMENT OF BEAUTIFUL FLANNEL SUITS AS WELL AS MANY IMPORTED ENGLISH AND DOMESTIC TWEEDS. BESIDES THE TWEEDS, THESE SUITS ALSO COME IN THE SOLID COLORS OF RED, NAVY, OXFORD NAVY, AQUA, AND OXFORD GRAY. THE PRICE IS A REAL BARGAIN, [illegible], STARTING AT $49.95. IF YOU ALREADY HAVE YOUR NEW SUIT, STOP IN AT THE BLUE BIRD AND SEE THEIR LARGE VARIETY OF WOOL SKIRTS. THERE ARE TWEEDS AND SHARKSKINS WHICH ARE REALLY LOVELY. TO GO WITH THESE SKIRTS, WHAT ELSE BUT ONE OF THE BLUE BIRD'S SPECIAL CARDIGANS WHICH COME IN ALL COLORS. SO, AS THE BLUE BIRD SAYS, WHEREVER YOU GO, GO WELL DRESSED - GET YOUR CLOTHES AT THE BLUE BIRD SPORT SHOP ON GREEN STREET.

YOU ARE TUNED TO 600, WGBR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW 5: 00 PM.

ANNOUNCER'S SIGN.

TECH. IS COPY

SPONSORED 15 MINUTE SHOW. COMMERCIALS TO BE READ AS PART OF IT.

DATE: OCT. --EVERY TUESDAY
TIME: 7:15 to 7:29
SPONSOR: BRANDLE'S DRUG STORE
SOLICITOR: DMC

THEME:----------

Hi THERE! BRANDLE'S DRUG STORE presents me NANCY KOODISH, with SPEAKEASY ! ~~I've combed~~ . . . .

THEME:----------

You know, we think that BRANDLE'S is the GREATEST little drug store in town. They're ALWAYS so effieient and friendly. Don't know of anyplace where you can get your prescriptions filled more rapidly or accurately either.

And, one of the NICEST THINGS about BRANDLE'S College PHARMACY, is that they have a DAILY delivery service to ALL of the college houses.----So if YOU need ANYTHING in the DRUG or COSMETIC line drop in at BRANDLE'S --it's ONLY a BLOCK from campus on MAIN STREET. --- YOU'LL like BRANDLE'S TOO.

And NOW, NANCY,----SPEAKEASY!

SPEAKEASY Show

at 7:28 THEME:----------

NANCY: Well, I'm afraid that's all we'll have time for tonight. ~~Tune in for more marathon musical~~ ~~Do try to listen again~~ next TUESDAY NIGHT at 7:15, when BRANDLE'S DRUG STORE and I ~~Ill come whirling back in~~ will be back again to . . . . . bring you , SPEAKEASY.

And REMEMBER, if you need ANYTHING in the DRUG or COSMETIC line, go to BRANDLE'S college PHARMACY for it--they've got just about EVERYTHING you can use down there, and it's is a wonderfully prompt , friendly, and efficient place. I know you'll be pleased with their rapid delivery service too. BYE NOW(

THEME:----------

SPONSORED 15 MINUTE SHOW. COMMERCIALS TO BE READ AS PART OF IT.

DATE: OCT. --EVERY TUESDAY
TIME: 7:15 to 7:29
SPONSOR: BRANDLE'S DRUG STORE
SOLICITOR: DMC

THEME:----------

HI THERE! BRANDLE'S DRUG STORE presents NANCY KOOLEAN with
BREAKFAST !

THEME:----------

You know, we think that BRANDLE'S is the GREATEST little
drug store in town. They're ALWAYS so efficient and friendly!
Don't know of anyplace where you can get your prescriptions
filled more rapidly or accurately either.
And, one of the NICEST THINGS about BRANDLE'S College PHARMACY,
is that they have a DAILY delivery service to ALL of the college
houses.----So if you need ANYTHING in the DRUG or COSMETIC line
drop in at BRANDLE'S --it's ONLY a SLOPE from campus on
MAIN STREET. --- YOU'LL LIKE BRANDLE'S TOO.

And NOW, NANCY,----BREAKFAST!

at 7:20 THEME:----------

NANCY: Well,I'm afraid that's all we'll have time for tonight.
Do try to listen again next TUESDAY NIGHT at 7:15,
when BRANDLE'S DRUG STORE and I will be back again to
bring you BREAKFAST.
And REMEMBER,if you need ANYTHING in the DRUG or COSMETIC line,
go to BRANDLE'S college PHARMACY for it--they've got just about
EVERYTHING you can use down there,and it's is a wonderfully
prompt ,friendly,and efficient place,too. I know you'll
be pleased with their rapid delivery service too. BYE NOW!

THEME:----------

TIME:10:29

daTE: THURS. this is PBS

SPONSOR:CEDAR CHEST

SOLITITOR:NE.

AGE CAN NOT WITHER NOR CUSTOM STALE HER INFINITE PATIENCE. WITH APOLOGIES TO SHAKESPEARE AND CLEOPATRA--WE'RE TALKING ABOUT ONE OF OUR FAVORITE PEOPLE. SHE'S PATIENT, SHE'S WISE, SHE'S WONDERFUL--AND THIS SUNDAY IS HER SPECIAL DAY. ALTHOUGH YOU CAN'T BE WITH HER THIS SUNDAY, LET YOUR MOTHER ~~KNOW THAT~~ KNOW THAT YOU'RE THINKING OF HER. WHY NOT STOP IN AT THE CEDAR CHEST ON MAIN STREET AND SELECT THE GIFT TO SUIT YOUR TASTEAS WELL AS YOUR POCKETBOOK. GUEST TOWELS AND LUNCHEON SETS ARE TWO OF THE MANY ATTRACTIVE POSSIBILITIES THAT RANGE FROM HANKIES TO COLORED SHEETS AND PILLOW CASES. SHOP NOW AND TAKE ADVANTAGE OF MAY SALE PRICES. LET THE CEDAR CHEST HELP YOU TO REMEMBER MOTHER'S DAY.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW_____.

ANNOUNCER'S SIGN.

TIME: 10:29
DATE: Thursday, April 8
SPONSOR: David's Boot Shop

Mmmmmmmmmmmmm! WE'RE IMPRESSED! IMPRESSED WITH DAVID'S SMART WHITE C CALF SHELL PUMPS. AND WE KNOW YOU'LL BE TOO WHEN YOU SEE THEM. THEY'RE SO BASIC THAT WE DON'T SEE HOW ANY GIRL CAN AFFORD TO BE WITHOUT THEM. BUT, IF IT'S COLOR YOU'RE LOOKING FOR, CAPEZIO IS YOUR ANSWER. THEY HAVE ALL SORTS OF BEAUTIFUL PASTEL SHADES. THOSE OF YOU WHO HAVE SUMMER JOBS OR ARE GOING TRAVELLING WILL CERTAINLY WANT A PAIR OF THE TRADITIONAL DARK SKIMMERS. DAVID'S ALSO HAVE SHOULDER BAGS TO MATCH. THEY'RE DESIGNED WITH A SPECIAL EYE TOWARD GALS WHO'LL BE DOING A BIT OF TRAVELLING AND WHO ARE LIMITED IN LUGGAGE. MATCHING BAGS AND SHOES ARE TRÈS CHIC SO WHY NOT STOP IN TODAY AT DAVID'S BOOT SHOP ON MAIN STREET AND PICK OUT YOUR SET.

YOU ARE TUNED TO 600 WCSR, VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW----- ---

ANNCR'S SIGN:
Norma Winetsky
(4/15/54 went off air at 10:15 [House meeting]

TIME: 10:29
DATE: Thursday, April 8
SPONSOR: David's Boot Shop

Announcer: ! WE'RE IMPRESSED ! IMPRESSED WITH DAVID'S SMART UNITED DALE WHERE HONEST. WE KNOW YOU'LL BE TOO WHEN YOU SEE THEM. THEY'RE SO SLEEK THAT WE DON'T SEE HOW ANY GIRL CAN AFFORD TO BE WITHOUT THEM. NOT, IF IT'S COLOR YOU'RE LOOKING FOR, CAPRIO IS YOUR ANSWER. THEY HAVE ALL SORTS OF BEAUTIFUL PASTEL SHADES. THOSE OF YOU WHO HAVE SUMMER JOBS OR ARE GOING TRAVELLING WILL CERTAINLY WANT A PAIR OF THE TRADITIONAL DARK SKIMMERS. DAVID'S ALSO HAVE SMOULDER EARS TO MATCH. THEY'RE DESIGNED WITH A SPECIAL EYE TOWARD THE GIRL WHO'LL BE DOING A BIT OF TRAVELLING AND WHO ARE LIMITED IN THEIR LUGGAGE. MATCHING BAGS AND SHOES ARE THESE GIRLS SO WHY NOT STOP IN TODAY AT DAVID'S BOOT SHOP ON MAIN STREET AND PICK OUT YOUR SET.

YOU ARE TUNED TO 600 WCAR, VOICE OF NORTHAMPTOWN COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW------ ---

ANNCR'S STAT:

Read fairly fast.

TIME:10:29

DATE: 3/8/54
SPONSOR: DAVID BOOT SHOP
SOLICITOR:BK

SPRING IS IN THE AIR AND THE SOUTH IS A-CALLING. SO IF YOU'RE HEADED SOUTHWARDS, FOR SPRING VACATION, YOU BETTER GET YOUR SHOES ~~BOUGHT~~ NOW. DAVID'S BOOT SHOP ON MAIN STREET HAS A BRAND NEW SUPPLY OF WHITE SHOES ~~IN~~ THAT ARE SO PERK AND COOL LOOKING. YOU'LL FALL IN LOVE WITH CAPEZIOS WHITE FLATS WITH STRAWBERRIES ON THEM. CAPEZIO HAS FLATS AND HEELS IN WHITE KID, STRAW, AND PASTEL SHADES. DAVID'S ALSO HAS MAMSELLE WHITE CALF PUMPS, SPECTATORS AND WHITE LACE PUMPS AND SLINGS. ALL THESE SHOES COME IN MEDIUM AND HIGH HEELS. YOU'LL LOVE DAVID'S [redacted] HIGH HEEL SHELL PUMP WHICH COMES IN WHITE CALF. THESE AND MANY OTHER ~~FINE LOOKING~~ FLATTERING AS WELL AS COMFORTABLE SHOES ARE YOURS FOR REASONABLE PRICES AT DAVID'S BOOT STORE ON MAIN STREET.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMMTH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW: 10:30.

ANNOUNCER'S SIGNATURE: 3/8/54 - Agatha Keliher

TIME:10:29

DATE: 3/8/59
SPONSOR: DAVID BOOT SHOP
SOLICITOR:SK

SPRING IS IN THE AIR AND THE SOUTH IS A-CALLING. SO IF YOU'RE HEADED SOUTHWARDS FOR SPRING VACATION, YOU BETTER GET YOUR SHOES HEMMED NOW. DAVID'S BOOT SHOP ON MAIN STREET HAS A SPANKY NEW SUPPLY OF WHITE SHOES THAT ARE SO PERK AND COOL LOOKING. YOU'LL FALL IN LOVE WITH DARESIDE MAIDE PLATE WITH STRAWBERRIES ON THEM. DARESIDE HAS PLATE AND PLAIN IN WHITE KID,STRAW AND PASTEL SHADES. DAVID'S ALSO HAS MARSELLE WHITE CALF PUMPS, BROGUETTES AND WHITE LADIE SUEDE AND SILKES. ALL THESE SHOES COME IN MEDIUM AND HIGH HEELS. YOU'LL LOVE DAVID'S [illegible] HIGH- HEEL SHELL PUMP WHICH COMES IN WHITE CALF. THESE AND MANY OTHER [illegible] COMFORTABLE SHOES ARE YOURS FOR REASONABLE PRICES AT DAVID'S BOOT SHOPE ON MAIN STREET.

YOU ARE TUNED TO 600, WGSR, THE VOICE OF SEVEN COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW: 10:30.

ANNOUNCER'S SIGNATURE: [illegible] - Opal Kedla

TIME WED
DATE 10:29
SPONSOR DAVID'S

WALKING ON AIR THESE DAYS? DAVID'S BOOT SHOP HAS THE SHOES TO GIVE YOU THIS FEELING. THEIR SHOES ARE SO COMFORTABLE THAT YOU DON'T KNOW YOU'RE WEARING ANY. YOUR FRIENDS WILL, THOUGH, FOR THE BRIGHTLY POLISHED CALF SKIN SHOES AT DAVID'S WILL CERTAINLY CATCH THEIR EYE. THEY COME IN THE VERY LATEST SPRING ~~COLORRS~~ COLORS OF LIGHT PINE, BLUE, GINGER, RED AND TAN. (PAUSE) MAMSELLE, DE LISA AND DAVID'S HAVE SHOES TO MATCH YOUR SPORTY ~~CLOTHE~~ CLOTHES AS WELL AS YOUR DRESSY ONES. NOT ONLY DO THEY COME IN ~~DIFFE~~ DIFFERENT HEEL HEIGHTS, BUT THE STYLES ARE RIGHT UP TO THE MINUTE. WHAT'S MORE, DAVID'S HAS BAGS TO MATCH THE SHOES. SO TO COMPLETE YOUR NEW SPRING WARDROBE, YOU'LL WANT TO STOP IN AT DAVID'S BOOT SHOP ON MAIN STREET, WHERE THE STYLE AND QUALITY ARE TOPS. DON'T GET LEFT--------- SHOP TODAY.

This is too short - whoever wrote it ought to see if she can read it and the station I.D. in 60!!!!

Scaby

TIME: 10:29
DATE: 3/1/54
SPONSOR: DAVID BOOT SHOP
SOLICITOR:NE

GOT YOUR HEAD IN A CLOUD?? WALKING ON AIR?? NO?? WELL--
THIS IS NO GUARANTEE FOR EXHILARATION, BUT YOU TOO CAN
BE LIGHT-FOOTED IN A PAIR OF CAPEZIO'S. WE PRESCRIBE
A TRIP TO THE DAVID BOOT SHOP ON MAIN STREET. IN
ADDITION TO [redacted] THE EVER POPULAR STYLES, THEY HAVE
A BRAND NEW LINE OF CAPEZIO FLATS AND PUMPS. TRY A
DOSE OF TAN---PICK A SHADE, ANY SHADE---THE DAVID BOOT
SHOP HAS THEM ALL. AND TAN GOES WITH JUST ABOUT EVERYTHING.
THIS NEW SPRING LINE BY CAPEZIO IS SURE TO FIT IN WITH YOUR
WARDROBE....AND SPEAKING OF FIT..DAVID'S HAS YOUR SIZE
WHATEVER IT MAY BE. SO GET A PAIR OF CAPEZIO'S AND BE
FOOT-FANCY THIS SPRING AND ALL YEAR 'ROUND....THANKS TO
THE DAVID BOOT SHOP ON MAIN STREET. AND IF YOU'RE SOUTH[redacted]-
BOUND THIS SPRING, BE SURE TO SEE DAVID'S
COMPLETE LINE OF WHITE SHOES.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE,
NORTHAMPTON. THE CORRECT TIME IS NOW: 10:30

ANNOUNCER'S SIGN.
3/1/54 — Agatha Kelsher

TIME: 3:59
DATE: Monday
SPONSOR: WALTER E. DENNY
SOLICITOR: R.P.

EXCELLENT VISION COMES ONLY WITH EXPERT TREATMENT. AND ONLY A SKILLED OPTICIAN CAN GIVE YOUR EYES THE SPECIAL CARE SO VITAL TO GOOD EYESIGHT. VISIT OPTICIAN WALTER E. DENNY, AT 201 MAIN STREET, FOR QUALITY SERVICE IN FILLING PRESCRIPTIONS. YOU NO LONGER NEED TO WORRY ABOUT STRAINING YOUR EYES AND GETTING BEHIND IN YOUR WORK BECAUSE OF BROKEN GLASSES OR FRAMES. MR. DENNY WILL MAKE UP YOUR PRESCRIPTION QUICKLY AND WITH EXPERT ACCURACY. HIS YEARS OF EXPERIENCE AND DEPENDABILITY GUARANTEE YOUR GOOD VISION. MR. DENNY ALSO CARRIES A HANDSOME ASSORTMENT OF GLASS FRAMES TO GIVE YOU EXCITING EYES AS WELL AS IDEAL EYESIGHT. FOR A CLEARER PERSPECTIVE ON LIFE, HAVE YOUR GLASSES CHECKED NOW. VISIT WALTER E. DENNY AT 201 MAIN STREET.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS 4:00 P.M.

ANNOUNCER'S SIGN. Anne MacKenzie

TIME: 3:59
DATE: MON
SPONSOR: WALTER E. DENNY
SOLICITOR: NE

[THIS IS SHORT -- READ SLOWLY AND SOUND SINCERE.]

EXPERIENCE IS IMPORTANT---THAT'S A RATHER OLD AND TIRED EXPRESSION. BUT WHEN SOMETHING COMES ALONG -- LIKE HAVING YOUR EYE-GLASSES FIXED, YOU WANT AN OPTICIAN WITH EXPERIENCE. YOU'LL WANT TO SEE WALTER E. DENNY AT 201 MAIN STREET. MR. DENNY HAS HAD 35 YEARS OF EXPERIENCE IN FILLING PRESCRIPTIONS AND REPAIRING GLASSES. HIS SERVICES ARE OF THE VERY HIGHEST QUALITY. YOU KNOW HOW IMPORTANT IT IS TO TAKE GOOD CARE OF YOUR GLASSES--THAT'S WHY YOU'LL LET WALTER E. DENNY HELP YOU. FOR FINE SERVICE AND LONG EXPERIENCE,------SEE WALTER E. DENNY, OPTICIAN, AT 201 MAIN STREET.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW.....4:00 PM.

STAY TUNED FOR THE BEST IN MUSIC, NEWS AND SPORTS.

Please sign: Kelly Sarbone - 3/8/54

TIME: 3:59
DATE: MONDAY
SPONSOR: WALTER E. DENNY
SOLICITER: R.P.

USE FORESIGHT FOR GOOD SIGHT. DO YOU NEED DARK GLASSES FOR BRIGHT DAYS, WHETHER VACATIONING IN FLORIDA, BERMUDA, OR YOUR HOME TOWN? OPTICIAN WALTER E. DENNY, AT 201 MAIN STREET, CARRIES AN EXCITING VARIETY OF SUN GLASSES WITH FRAMES TO FIT EVERY FACE. AMONG THE NEW STYLES ARE FRAMES OF BRIGHT-COLORED CHECKS, GAY STRIPES, AND SUBTLE PASTELS WITH GOLD FLECKS. EACH PAIR OF LENSES IS EXPERTLY GROUND AND POLISHED , AND IF YOU ORDINARILY WEAR GLASSES, MR. DENNY WILL HAVE YOUR SPECIAL PRESCRIPTION FILLED WITHIN A FEW DAYS. THE SPRING NEW LOOK WILL FIND YOU LOOKING YOUR BEST WHEN YOU WEAR MODERATELY-PRICED, FINE QUALITY SUN GLASSES , COMPLETE WITH ATTRACTIVE CASE. SO REMEMBER ~~PURCHASED FROM~~ WALTER E. DENNY, AT 201 MAIN STREET. THEN YOU TOO CAN SEE THE WORLD THROUGH ROSE-COLORED GLASSES.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS 4:00 P.M.

ANNOUNCER'S SIGN. Holly Sarbone

TIME: 3:59
DATE: Monday
SPONSOR: WALTER E. DENNY
SOLICITER: R.P.

USE FORESIGHT FOR GOOD SIGHT. YOU'LL NEED DARK GLASSES FOR BRIGHT DAYS WHETHER VACATIONING IN FLORIDA, BERMUDA, OR IN YOUR HOME TOWN. OPTICIAN WALTER E. DENNY, AT 201 MAIN STREET, CARRIES AN EXCITING VARIETY OF SUN GLASSES WITH FRAMES TO FIT EVERY FACE. AMONG THE NEW STYLES ARE FRAMES OF BRIGHT-COLORED CHECKS, GAY STRIPES, AND SUBTLE PASTELS WITH GOLD FLECKS. EACH PAIR OF LENSES IS EXPERTLY GROUND AND POLISHED, AND IF YOU ORDINARILY WEAR GLASSES, MR. DENNY WILL HAVE YOUR SPECIAL PRESCRIPTION FILLED WITHIN A FEW DAYS. THE SPRING NEW LOOK WILL WIND YOU LOOKING YOUR BEST WHEN YOU WEAR MODERATELY-PRICED, FINE QUALITY SUN GLASSES, COMPLETE WITH ATTRACTIVE CASE, PURCHASED FROM WALTER E. DENNY, AT 201 MAIN STREET. THEN YOU TOO CAN SEE THE WORLD THROUGH ROSE-COLORED GLASSES.

YOU ARE TUNED TO 600, WGSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS 4:00 P.M.

ANNOUNCER'S SIGN.

TIME: 3:59
DaTE: MONDAY
SPONSOR: WALTER E. DENNY
SOLICITER: R.P.

FOR YOUR VACATION IN THE TROPICS YOU'LL WANT A GLOWING NOT A GLARING VIEW OF LIFE. DON'T LET THE SCORCHING SUN GIVE YOUR EYES A ~~ROUGH~~ unhappy TIME. HERE'S AN EYE-CATCHING NEW VIEW IN SUNGLASSES, MADE TO ORDER FOR YOUR SOUTHERN JOURNEY. OPTICIAN WALTER E. DENNY, AT 201 MAIN STREET, CARRIES THE ELEGANT CARIBBEAN STYLE, WITH FRAMES OF SOFT GREEN WITH GOLD CHECKS, FOR BLONDES; GAY PLAIDS, FOR BRUNETTES; CHIC BLACK AND WHITE, FOR RED-HEADS, AND MANY OTHER SELECT COLORS. THEY'RE MODERATELY-PRICED AND COME IN A PLASTIC CASE TO MATCH THE FRAMES. MR. DENNY'S DARK GLASSES ARE EXPERTLY TREATED TO CUT OUT THE INFRA-RED AND ULTRA-VIOLET LIGHT TO GIVE YOU FULL PROTECTION FROM THE SUN. BEFORE YOU PACK THAT SUITCASE, BUY A PAIR OF FINE QUALITY CARIBBEAN SUN GLASSES FROM WALTER E. DENNY AT ~~M~~ 201 MAIN STREET. YOU'LL FIND THEM GENTLE TO YOUR EYES AND FLATTERING TO YOUR FACE.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMTPON. THE CORRECT TIME IS 4:00 P.M.

ANNOUNCER'S SIGN. Holly Sarbone - March 22

TIME: 7:59
DATE: [illegible]
SPONSOR: WALTER E. DENNY
SOLICITER: R.P.

FOR YOUR VACATION IN THE TROPICS YOU'LL WANT A GLARING NOT A GLARING VIEW OF LIFE. DON'T LET THE SCORCHING SUN GIVE YOUR EYES A [illegible] TIME. HERE'S AN EYE-CATCHING NEW VIEW IN SUNGLASSES. MADE TO ORDER FOR YOUR SOUTHERN JOURNEY, OPTICIAN WALTER E. DENNY, AT 201 MAIN STREET, CARRIES THIS ELEGANT CAMBRIDGEAN STYLE, WITH FRAMES OF SOFT GREEN WITH GOLD CHECKS, FOR BLONDES; GAY PLATES FOR BRUNETTES; ONYX BLACK AND WHITE FOR RED-HEADS, AND MANY OTHER SELECT COLORS. THEY'RE MODERATELY-PRICED AND COME IN A PLASTIC CASE TO MATCH THE FRAMES. MR. DENNY'S DARK GLASSES ARE SPECIALLY TREATED TO CUT OUT THE INFRA-RED AND ULTRA-VIOLET LIGHT TO GIVE YOU FULL PROTECTION FROM THE SUN. BEFORE YOU PACK THAT SUITCASE, BUY A PAIR OF FINE QUALITY CAMBRIDGEAN SUN GLASSES FROM WALTER E. DENNY AT 201 MAIN STREET. YOU'LL FIND THEM RESTFUL TO YOUR EYES AND FLATTERING TO YOUR FACE.

YOU ARE TUNED TO 500, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS 4:00 P.M.

ANNOUNCER'S ATOM.

TIME: 3:59
DATE: MONDAY
SPONSOR: WALTER E. DENNY
SOLICITER: R.P.

GOOD VISION IS A NECESSITY, NOT A LUXURY: IT'S NECESSARY FOR YOUR GOOD HEALTH AND YOUR GOOD LOOKS. ONLY EXPERT ~~OPTICIAN~~ OPTICAL TREATMENT CAN GIVE YOU THE SPECIAL CARE THAT KEEPS YOUR VISION PERFECT. VISIT OPTICIAN WALTER E. DENNY, AT 201 MAIN STREET, FOR QUALITY SERVICE. YOU NO LONGER NEED TO WORRY ABOUT STRAINING YOUR EYES AND GETTING BEHIND IN YOUR WORK BECAUSE OF BROKEN GLASSES OR FRAMES. MR. DENNY WILL MAKE UP YOUR PRESCRIPTIONS QUICKLY AND WITH EXPERT ACCURACY. HERE ARE DEPENDABILITY AND CONVENIENCE TO GIVE YOU A CLEAR, FRESH OUTLOOK ON LIFE. MR. DENNY ALSO CARRIES AN EXCITING ASSORTMENT OF GLASS FRAMES TO KEEP YOU LOOKING YOUR BEST AS WELL AS SEEING YOUR BEST. WITH AN EYE TO A BRIGHT FUTURE, HAVE YOUR GLASSES CHECKED NOW. FOR QUALITY SERVICE, VISIT WALTER E. DENNY, AT 201 MAIN STREET.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS 4:00 P.M.

ANNOUNCER'S SIGN.

TIME: 3:59
DATE: [illegible]
SPONSOR: WALTER E. DENNY
SOLICITER: R.P.

GOOD VISION IS A NECESSITY, NOT A LUXURY: IT'S NECESSARY FOR YOUR GOOD HEALTH AND YOUR GOOD MOOKS. ONLY EXPERT ~~[illegible]~~ OPTICAL TREATMENT CAN GIVE YOU THE SPECIAL CARE THAT KEEPS YOUR VISION PERFECT. VISIT OPTICIAN WALTER E. DENNY, AT 201 MAIN STREET, FOR QUALITY SERVICE. YOU NO LONGER NEED TO WORRY ABOUT STRAINING YOUR EYES AND GETTING HEADS IN YOUR WORK BECAUSE OF SHOCKY GLASSES OR FRAMES. MR. DENNY WILL MAKE UP YOUR PRESCRIPTIONS QUICKLY AND WITH EXPERT ACCURACY. HERE ARE DEPENDABILITY AND CONVENIENCE TO GIVE YOU A CLEAR, FRESH OUTLOOK ON LIFE. MR. DENNY ALSO CARRIES AN EXCITING ASSORTMENT OF GLASS FRAMES TO KEEP YOU LOOKING YOUR BEST AS WELL AS SEEING YOUR BEST. VIEW AS EYE TO A BRIGHT FUTURE, HAVE YOUR GLASSES CHECKED NOW. FOR QUALITY SERVICE, VISIT WALTER E. DENNY, AT 201 MAIN STREET.

YOU ARE TUNED TO 600, WOSB, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS 4:00 P.M.

ANNOUNCER'S SIGN.

TIME: 3:59
DATE: WEDNESDAY
SPONSOR: WALTER E. DENNY
SOLICITER: R.P.

THE VALUE OF YOUR VISION DEPENDS ON THE CARE YOU GIVE YOUR EYES. DURING THE SPRING MONTHS THE GLARING SUN IS A GREAT CHALLENGE TO GOOD EYESIGHT. VISIT OPTICIAN WALTER E. DENNY, AT 201 MAIN STREET, FOR FINE QUALITY SUN GLASSES. EACH PAIR OF LENSES IS MADE UP WITH EXPERT ACCURACY AND IS TREATED TO CUT OUT THE HARMFUL INFRA-RED AND ULTRA-VIOLET RAYS OF THE SUN. THESE ACCURATE LENSES, SET IN TASTEFUL FRAMES, WILL GIVE YOU A NEW PERSPECTIVE ON LIFE. THE VOGUE IN VISION IS FRAMES IN LIVELY STRIPES OF RED, BLUE, OR GREEN. ANOTHER EXCITING STYLE IS PASTEL COLORS FLECKED WITH GOLD. SEE WALTER E. DENNY TODAY AT 201 MAIN STREET, FOR YOUR PRESCRIPTION SUN GLASSES. DON'T LET MR. SUN LOWER THE VALUE OF YOUR VISION.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS 4:00 P.M.

ANNOUNCER'S SIGN.

TIME: 3:59
DATE: (WEDNESDAY?)
SPONSOR: WALTER E. DENNY
SOLICITOR: R.E.

THE VALUE OF YOUR VISION DEPENDS ON THE CARE YOU GIVE YOUR EYES. DURING THE SPRING MONTHS THE GLARING SUN IS A GREAT CHALLENGE TO GOOD EYESIGHT. VISIT OPTICIAN WALTER E. DENNY, AT 201 MAIN STREET, FOR FINE QUALITY SUN GLASSES. EACH PAIR OF LENSES IS MADE UP WITH EXPERT ACCURACY AND IS TREATED TO CUT OUT THE HARMFUL INFRA-RED AND ULTRA-VIOLET RAYS OF THE SUN. THESE ACCURATE LENSES, SET IN TASTEFUL FRAMES, WILL GIVE YOU A NEW PERSPECTIVE ON LIFE. THE YOUNG IN VISION IS FRAMED IN LIVELY STRIPES OF RED, BLUE, OR GREEN. ANOTHER EXCITING STYLE IS PLASTIC COLORED FLECKED WITH GOLD. SEE WALTER E. DENNY TODAY AT 201 MAIN STREET, FOR YOUR PERSONALIZED SUN GLASSES. DON'T LET THE SUN LOWER THE VALUE OF YOUR VISION.

YOU ARE TUNED TO 600, WCSH, THE VOICE OF SOUTH PORTLAND, NORTHAMPTON. THE CORRECT TIME IS 4:00 P.M.

ANNOUNCER'S SHOW.

TIME: 3:59
DATE: Tuesday
SPONSOR: WALTER E. DENNY
SOLICITOR: R.P.

EXCELLENT VISION COMES ONLY WITH EXPERT TREATMENT. AND ONLY A SKILLED OPTICIAN CAN GIVE YOUR EYES THE SPECIAL CARE SO VITAL TO GOOD EYESIGHT. VISIT OPTICIAN WALTER E. DENNY, AT 201 MAIN STREET, FOR QUALITY SERVICE IN FILLING PRESCRIPTIONS. YOU NO LONGER NEED TO WORRY ABOUT STRAINING YOUR EYES AND GETTING BEHIND IN YOUR WORK BECAUSE OF BROKEN GLASSES OR FRAMES. MR. DENNY WILL MAKE UP YOUR PRESCRIPTION QUICKLY AND WITH EXPERT ACCURACY. HIS YEARS OF EXPERIENCE AND DEPENDABILITY GUARANTEE YOUR GOOD VISION. MR. DENNY ALSO CARRIES A HANDSOME ASSORTMENT OF GLASS FRAMES TO GIVE YOU EXCITING EYES AS WELL AS IDEAL EYESIGHT. FOR A CLEARER PERSPECTIVE ONL LIFE, HAVE YOUR GLASSES CHECKED NOW. VISIT WALTER E. DENNY AT 201 MAIN STREET.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS 4:00 P.M.

ANNOUNCER'S SIGN. Cynthia Walz

TIME: 7:59
DATE: [illegible]
SPONSOR: WALTER E. DENNY
SOLICITOR: R.F.

EXCELLENT VISION COMES ONLY WITH EXPERT TREATMENT. AND ONLY A SKILLED OPTICIAN CAN GIVE YOUR EYES THE SPECIAL CARE SO VITAL TO GOOD VISION. VISIT OPTICIAN WALTER E. DENNY, AT 201 MAIN STREET, FOR QUALITY SERVICE IN FILLING PRESCRIPTIONS. YOU NO LONGER NEED TO WORRY ABOUT STRAINING YOUR EYES AND GETTING BEHIND IN YOUR WORK BECAUSE OF BROKEN GLASSES OR FRAMES. MR. DENNY WILL MAKE UP YOUR PRESCRIPTION QUICKLY AND WITH EXPERT ACCURACY. SIX YEARS OF EXPERIENCE AND DEPENDABILITY GUARANTEE YOUR GOOD VISION. MR. DENNY ALSO CARRIES A HANDSOME ASSORTMENT OF GLASS FRAMES TO GIVE YOU EXCITING EYES AS WELL AS ITEMS EXCELLENT. FOR A CLEARER PERSPECTIVE ON LIFE, HAVE YOUR GLASSES CHECKED NOW. VISIT WALTER E. DENNY AT 201 MAIN STREET.

YOU ARE TUNED TO 600, WOOR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS 4:00 P.M.

ANNOUNCER'S SIGN. Cynthia Cook

TIME: ~~3:29~~ ~~2:29~~ 2:29
DATE: ~~THURS.~~ FRI.
SPONSOR: EMPSALL'S SPORT SHOP
SOLICITOR: DMC

WHETHER YOU'RE GOING TO BERMUDA OR NOT,
YOU'LL WANT GOOD BERMUDA SHORTS THIS SPRING.
EMPSALL'S SPORT SHOP ON GREEN STREET HAS JUST THE THING!
HIGH-STYLED,LOW-PRICED BERMUDA SHORTS IN CHARCOAL-DYED WOOL,
OR KAHKI COTTON. KAHKI BERMUDA'S AT EMPSALL'S ARE ONLY
$$4.95--A REAL BARGAIN--AN YOU KNOW THEY'RE PERFECT FOR
CAMPUS OR HIKING ACTIVITIES. EMPSALL'S BERMUDA SHORTS ARE
LONG-LASTING AND SERVICABLE,TOO . OF COURSE, IF YOU
PREFER THE LONG SLIM LOOK,TRY ON A PAIR OF
EMPSALL'S KAHKI SLACKS. THEY'RE PRICED AT ONLY$ 3.75 AND
ARE IDEAL FOR YEAR 'ROUND WEAR. SO,BE SMART!
DROP IN AT EMPSALL'S TODAY, AND PICK OUT YOUR BERMUDA SHORTS OR
KAHKI SLACKS WHILE THEY LAST. YES, IF YOU'RE LOOKING FOR
A GOOD BUY, SAY HELLO AT EMPSALL'S ON GREEN STREET.

YOU ARE TUNED TO 600,THE VOUCE OF SMITH COLLEGE,WCSR,IN NORTHAMPTON.

THE CORRECT TIME IS NOW ~~3:30~~ 2:30., ~~COURTESY OF WINTHROP FOSTER'S PHOTOGRAPHIC STORE," THEY HAVE THE FILM, THEY LOAD YOUR CAMERA."~~
Decology 58 b.

Make Love
Moonlight —

3/4/54 — Wilen
3/12/54 - Wiretsky

TIME: 5:29
DATE: 2/17/54
SPONSOR: EMPSALL'S SPORT SHOP
SOLICITOR : DMC

HERE'S THE BEST BARGAIN ON GREEN STREET!!

EMPSALL'S SPORT SHOP IS GIVING A 20% DISCOUNT ON ALL WINTER MERCHANDISE. THERE'S STILL PLENTY OF GOOD SKIING UP NORTH, YOU KNOW, AND MORE SNOW IS PREDICTED AFTER THE PRESENT THAW---SO BE PREPARED! NOW IS THE TIME TO BUY YOUR SPORTS EQUIPMENT FOR NEXT YEAR. ANOTHER OPPORTUNITY LIKE THIS ONE WOULD BE HARD TO FIND. SO, BUY YOURSELF SOME NEW SKIS OR A NEW SKI-SWEATER WHILE THE PRICE IS LOW.
EMPSALL'S 20% DISCOUNT IS ALL INCLUSIVE FOR ANY ARTICLE OF WINTER GOODS IN THE STORE.
SO, DON'T WASTE YOUR TIME AND MONEY! BUY YOUR WINTER SPORT NEEDS FOR THE REST OF THIS YEAR AND NEXT YEAR TOO! BUY THE BEST--BUY AT EMPSALL'S on GREEN STREET!

YOU ARE TUNED TO 600, THE VOICE OF SMITH COLLEGE, WCSR, IN NORTHAMPTON.

THE CORRECT TIME IS NOW 5:30 COURTESY OF WINTHROP FOSTER'S CAMERA STORE," THEY HAVE THE FILM, THEY LOAD YOUR CAMERA!"

Anne Williston

TIME: [illegible]
DATE: [illegible]
SPONSOR: EMPORIUM'S SPORT SHOP
SOLICITOR: DMO

HERE'S THE BEST BARGAIN ON GREEN STREET!!

EMPORIUM'S SPORT SHOP IS GIVING A 20% DISCOUNT ON ALL WINTER MERCHANDISE. THERE'S STILL PLENTY OF GOOD SKIING UP NORTH, YOU KNOW, AND MORE SNOW IS PREDICTED AFTER THE PRESENT THAW——SO BE PREPARED!

NOW IS THE TIME TO BUY YOUR SPORTS EQUIPMENT FOR NEXT YEAR. ANOTHER OPPORTUNITY LIKE THIS ONE WOULD BE HARD TO FIND. SO, BUY YOURSELF SOME NEW SKIS OR A NEW SKI-SWEATER WHILE THE PRICE IS LOW.

EMPORIUM'S 20% DISCOUNT IS ALL INCLUSIVE FOR ANY ARTICLE OF WINTER ~~EQUIPMENT~~ GOODS IN THE STORE. SO, DON'T WASTE YOUR TIME AND MONEY! BUY YOUR ~~THE~~ WINTER SPORTS ~~EQUIPMENT~~ NEEDS FOR THE REST OF THIS YEAR AND NEXT YEAR TOO! BUY THE BEST——BUY AT EMPORIUM'S on GREEN STREET!

YOU ARE TUNED TO 600, THE VOICE OF SMITH COLLEGE, WORK, IN NORTHAMPTON.

THE CORRECT TIME IS NOW [illegible] COURTESY OF WINTHROP HOSTEN'S DANCING STORE, "THEY DAYS THE PILK, THEY LOAD YOUR DANCING!"

TIME: 5:29
DATE: 12/9/53
SPONSOR: FEDERAL BAKE SHOP
SOLICITOR: DMC

Spicy, TEMPTing, DEEELICIOUS!!!....that's what YOU'LL say when you taste the WONDERFUL holiday FRUIT CAKE baked by the FEDERAL BAKE SHOP on MAIN STREET. Chock full of nuts, fruit, and spices, these RICH and WHOLESOME fruit cakes are SO good that you'll buy a DOZEN of them!! Why Not? They make delightful gifts for your holiday hostess, are perfect to send to friends overseas, or in other colleges, and make good munching for you and your friends back at the dorm,. Of course, the FEDERAL BAKE SHOP will make these taste-tempting fruit cakes as holiday gifts [redacted] any size you wish, wrap them attractively, and mail them for you. No FUSS and BOTHER for YOU, and LOTS of pleasure for your friends. Yes, DO send a fruit cake from the FEDERAL bake shop--- EVERYONE will be glad you did!

YOU ARE TUNED TO 660, THE VOICE OF SMITH COLLEGE, WCSR, NORTHAMPTON.

THE CORRECT TIME IS NOW..5:30.....

Holly Barbour
ANNOUNCER'S SIGNATURE

TIME: 6:24
DATE: 12/9/53
SPONSOR: FEDERAL BAKE SHOP
SCRIPTOR: WMC

Spicy, TEMPTING, DELICIOUS!!!....that's what YOU'LL
say when you taste the WONDERFUL holiday
FRUIT CAKE baked by the FEDERAL BAKE SHOP on MAIN STREET.
Chock full of nuts, fruit, and spices, these
RICH and WHOLESOME fruit cakes are SO good that
you'll buy a DOZEN of them!! Why Not?
They make delightful gifts for your
holiday hostess, are perfect to send to
friends overseas, or in other colleges, and
make good munching for you and your friends back at the dorm.
Of course, the FEDERAL BAKE SHOP will make these
taste-tempting fruit cakes as holiday gifts [redacted]
any plan you wish, wrap them attractively, and
mail them for you. No FUSS and BOTHER for YOU, and
LOTS of pleasure for your friends. Yes,
DO send a fruit cake from the FEDERAL BAKE SHOP---
EVERYONE WILL be glad you did!

YOU ARE TUNED TO 600, THE VOICE OF SMITH COLLEGE, WSGA,
NORTHAMPTON.

THE CORRECT TIME IS NOW 7:20.....

ANNOUNCER'S NOTE ITEMS

TIME: 5:30 - Easy Listening Break
DATE: Thursday, Sept. 24, 1953
SPONSOR: Winthrop Foster's
SOLICITOR: D. M. Coffman

WINTHROP FOSTER'S, Hamp's ONLY photographic store,
has a ONE-DAY developing service for all those
pictured YOU'LL be taking during these first
memorable weeks at SMITH!
If you bring your films down to
WINTHROP FOSTER'S, 186 Main Street,
before two o'clock, you'll get your prints back
the NEXT afternoon. This prompt AND careful
developing service doesn't cost much at WINTHROP FOSTER'S either
Only 49 cents for developing and printing eight pictures!
Whether you want enlargements or contact PRINTS,
or just helpful photographic HINTS,
it's WINTHROP FOSTER'S, 186 Main Street, near City Hall.
So remember: "Films can only be developed ONCE....
DON'T RUIN Them by poor developing,
Bring them back to WINTHROP FOSTER'S."

Grace Conroy
Announcer's Signiture.

TIME: 5:29
DATE: Oct. 27, 1953 Tuesday
SPONSOR: WINTHROP FOSTER'S
SOLICITOR: DMC

Here's a NOVELTY! Hamp's ONLY photographic store, WINTHROP FOSTER'S invites you to take advantage of their LOW-PRICED ~~personality~~ personalized CHRISTMAS CARDS. This is all you do.. Simply go down to WINTHROP FOSTER'S with your favorite picture or negative ,and tell them that you want to have Christmas cards made from it. Make your choice of the colorful cards,and then CHOOSE the message you wish printed inside. It's a WONDERFUL idea!--and it really makes your friends feel that you wish them PERSONALLY a merry christmas. THIS SERVICE, so useful nowadays when it's hard to find ATTRACTIVE cards for a low-price, is AMAZINGLY INEXPENSIVE. Only $2.25 for 25 cards WITH ENVELOPS and $4.75 for 50 cards. You'll be DELIGHTED with the results!
And remember too,that WINTHROP FOSTER'S is the place to go whether it's for CAMERAS or PRINTS,or just helpful photographic hints. WINTHROP FOSTER'S is located at 186 MAIN STREET,near CITY HALL.
DROP IN TOMORROW!

You are tuned to 600,the voice of SMITH COLLEGE, WCSR in NORTHAMPTON.

The correct time is 5:30 4:00

A.L.B.
ANNOUNCER'S SIGNATURE.

TIME: 5:52 P. M. - 6:00 P. M. (Tuesday)
DATE: Nov. 22, 1960
SPONSOR: WINTHROP FOSTER'S
SOLICITOR: DMC

Here's a NOVELTY! Hampe's ONLY photographic store, WINTHROP FOSTER'S invites you to take advantage of their LOW-PRICED ~~[illegible]~~ personalized CHRISTMAS CARDS. This is all you do..

Simply go down to WINTHROP FOSTER'S with your favorite picture or negative, and tell them that you want to have Christmas cards made from it.

Make your choice of the colorful cards, and then CHOOSE the message you wish printed inside.

It's a WONDERFUL idea!--and it really makes your friends feel that you wish them PERSONALLY a merry christmas. THIS SERVICE, so useful nowadays when it's hard to find ATTRACTIVE cards for a low-price, is AMAZINGLY INEXPENSIVE. Only $2.25 for 25 cards WITH ENVELOPS and $4.75 for 50 cards. You'll be DELIGHTED with the results!

And remember too, that WINTHROP FOSTER'S is the place to go whenever it's for CAMERAS or PRINTS, or just helpful photographic hints. WINTHROP FOSTER'S is located at 165 MAIN STREET, near CITY HALL.

DROP IN TOMORROW!

You are tuned to 600, the voice of SMITH COLLEGE, WGAM in NORTHAMPTON.

ANNOUNCER'S SIGNATURE.

TIME: 5:29
DATE: Oct. 20, 1953 Tuesday
SPONSOR: WINTHROP FOSTER
SOLICITOR: DMC

Read Quickly

Want to save lots of MONEY? Then buy YOUR new camera in a SET! WINTHROP FOSTER'S, HAMP'S only photographic store, has three inexpensive, high quality CAMERA SETS that will interest YOU. Perhaps you've NEVER taken pictures before-- but YOU can take PERFECT pictures EVERY time with these good little cameras.

The amazingly low-priced $9.75 ANSCO SURE-FLASH outfit supplies 3 rolls of film, a flash attachment, and flash bulbs. Other INEXPENSIVE sets, produced by ARGUS and EASTMAN KODAK, also offer you UNUSUAL bargains by including flash attachments, film, flash bulbs, and batteries too . AND , these camera sets are WONDERFULLY EASY to use!

Get a camera NOW , before your friends beat you to it-- but BUY it in a SET to save yourself LOTS of MONEY! Yes, WHETHER you want CAMERAS or PRINTS,

or just HELPFUL photographic HINTS,

it's WINTHROP FOSTER'S, 186 MAIN STREET.

YOU ARE TUNED TO 600, the VOICE OF SMITH COLLEGE, WCSR , NORTHAMPTON.

THE CORRECT TIME IS NOW 5:30

N. Beckwith
ANNOUNCER'S SIGNATURE

TIME: 5:15P
DATE: Tue. 3-4-47 Tuesday
SPONSOR: WINTHROP POSTER
SOLICITOR: DMC

Want to save lots of MONEY? Then buy YOUR new camera in a SET! WINTHROP POSTER'S,LAMP'S only photographic store,has these inexpensive, high quality CAMERA SETS that will interest YOU. Perhaps you've NEVER taken pictures before--but YOU can take PERFECT pictures EVERY time with these good little cameras.

The amazingly low-priced $9.75 ANSCO SUNF-FLASH outfit supplies 3 rolls of film,a flash attachment,and flash bulbs. Other INEXPENSIVE sets,produced by ANSCO and EASTMAN KODAK, also offer you UNUSUAL bargains by including flash attachments,film, flash bulbs,and batteries too . AND , these cameras sets are WONDERFULLY EASY to use!

Get a camera NOW ,before your friends beat you to it--but BUY it in a SET to save yourself some LOTS of MONEY! Yes, WHETHER you want CAMERAS or PRINTS, or just HELPFUL photographic HINTS, it's WINTHROP POSTER'S,156 MAIN STREET.

YOU ARE TUNED TO 600,the VOICE OF SMITH COLLEGE,WORK ,NORTHAMPTON

THE CORRECT TIME IS NOW 5:15 P

ANNOUNCER'S SIGNATURE

TIME: 7:29
DATE: 12/1/53
SPONSOR: HAMPSHIRE BOOKSHOP
SOLICITOR: DMC

FINE FOODS are a big part of CHRISTMAS ,and they also ~~make~~ make a most unusual and welcome gift. At the HAMPSHIRE BOOKSHOP,you'll find a fabulous collection of gifts for the gourmets on YOUR list. There are LUSCIOUS little rum cakes, sherry pralines, imported Swiss or Dutch chocolates, hard candies from FRANCE, and a HOST of other things. BEST of ALL, these tasty items at THE HAMPSHIRE BOOKSHOP are priced to be as easy on the pocket book as they are on the palate.

Don't forget that ~~yhh~~ the HAMPSHIRE BOOKSHOP will gift-wrap and MAIL your gifts FOR you. The gift-wrapping is free, whether your gift is LARGE or SMALL.
SAVE your suitcase AND your shopping time by visiting THE HAMPSHIRE BOOKSHOP with your CHRISTMAS LIST in hand. The BOOKSHOP is open EVERY day from 9 to 5:30 and till 9 pm this THURSDAY NIGHT. You'll be GLAD you did YOUR Christmas shopping ahead of time at THE HAMPSHIRE BOOKSHOP.

The correct time is now...7:30....

You are tuned to 600,the VOICE of SMITH COLLEGE,WCSR,NORTHAMPTON

Nancy Rich
ANNOUNCER'S SIGNATURE

READ THIS WELL!!- MISS WALSH (HAMP. BOOKSHOP PRESIDENT) IS LISTENING!

Read it beautifully dear! ☺

TIME: 10:29
DATE: Dec. 2, 1953
SPONSOR: THE HAMPSHIRE BOOKSHOP
SOLICITOR: DMC

LONG!

If YOUR exchequer is feeling the pinch of the times and the season, drop in at THE HAMPSHIRE BOOKSHOP, where a dollar REALLY does a lot!
Here are JUST a FEW of the things you can get for a dollar or LESS at the HAMPSHIRE BOOKSHOP:
the CHRISTMAS ISSUE of The LONDON ILLUSTRATED NEWS/ a little hand-carved crèche from ITALY/ handkerchievies saying, "Merry Christmas"/ a charming book of love poems---each for only a dollar/// an address book, 70cents/ paper guest towels, 59 cents/, four little books on the symphony, composers, orchestral music, and operas for 75 cents each/ and, [redacted] cookbooks, CHILDREN'S BOOKS, stationery/ calendars, trivets, IMPORTED CANDIES, and humorous books.
THE HAMPSHIRE BOOKSHOP is open from 9 to 5:30 EVERY day, and until 9 p.m. this THURSDAY NIGHT. The BOOKSHOP will gift-wrap AND mail your packages for you [redacted]
So visit THE HAMPSHIRE BOOKSHOP, where a dollar DOES a lot// and GIVE a lot of CHRISTMAS PLEASURE.

YOU ARE TUNED TO 600, the VOICE OF SMITH COLLEGE, WCSR, NORTHAMPTON.

~~THE CORRECT TIME IS NOW.....~~

Bee Barbour
ANNOUNCER'S SIGNATURE

TIME: 10:24
DATE: Dec. 3, 1953
SPONSOR: THE HAMPSHIRE BOOKSHOP
SOLICITOR: DMO

IF YOUR secretary is feeling the pinch of the times and the season, drop in at THE HAMPSHIRE BOOKSHOP, where a dollar REALLY does a lot!

Here are JUST a FEW of the things you can get for a dollar or LESS at the HAMPSHIRE BOOKSHOP:

the CHRISTMAS ISSUE of The LONDON ILLUSTRATED NEWS; a little hand-carved orchids from ITALY; honeymoonlaies saying "Merry Christmas"; a charming book of love poems---each for only a dollar; an address book; Yosemite paper guest towels; 50 cents; four little books on the symphony, composers, orchestral music, and operas for 75 cents each; and cookbooks.

CHILDREN'S BOOKS, stationery, calendars, trivets, IMPORTED CANDIES and humorous books.

THE HAMPSHIRE BOOKSHOP is open from 9 to 5:30 EVERY day and until 9 p.m. THIS THURSDAY NIGHT. The BOOKSHOP will gift-wrap AND mail your packages for you.

Go visit THE HAMPSHIRE BOOKSHOP, where a dollar DOES a lot and GIVE a lot of CHRISTMAS PLEASURE.

YOU ARE TUNED TO 590, the VOICE OF SMITH COLLEGE, WGBY, NORTHAMPTON.

.....

AMERICAN SPEAKING

The HAMPSHIRE BOOKSHOP *Inc.*

NORTHAMPTON MASSACHUSETTS

FOUNDED IN 1916

WCSR
Hampshire Bookshop Spot
Wednesday, Oct 14 - 10 PM
Thursday, Oct 15 - 8:30 AM

If your hair lets you down when you don't want to let down your hair....visit the Hampshire Bookshop and invest in a Scotch Poke. This is a pretty little plaid bag which contains a brush and a comb...and the whole thing is small enough to fit into your most over-loaded purse or even into your coat pocket, where it's handy for repairs. The Scotch Poke has a nice price, too...it's just a dollar and a quarter at the Hampshire Bookshop.

And speaking of pokes, while you're in the Bookshop, take a poke at their perpetual calendar. A flip of the finger gives you the month, the day and the date. These are handy things to know....and all this knowledge, plus a very handsome addition to your desk...costs you just 3.60 at the Hampshire Bookshop. Stop in today.

MARION E. DODD
Chairman of the Board

MARION R. TOOLE
Treasurer

ALISON C. COOK
Secretary

Booksellers and Publishers

CYNTHIA S. WALSH
President & Manager

MAIL ORDER DEPARTMENT
FRANCES A. NEWBURY

TEXTBOOK DEPARTMENT
MARION R. TOOLE

GIFTS AND STATIONERY
ALICE H. MANNING
DORIS DOANE

TIME: 10:29

DATE: 2/1/54
SPONSOR: HAMPSHIRE BOOKSHOP
SOLICITOR: DMC

DO YOU REALIZE THAT VALENTINE'S DAY IS LESS THAN TWO WEEKS AWAY? DON'T PANIC!! THE LARGE ASSORTMENT AT THE HAMPSHIRE BOOKSHOP WILL HELP YOU SELECT THE PERFECT VALENTINE FOR FRIENDS OR ENEMIES, FOR THOSE NEAR AND DEAR OR FOR THOSE FAR AWAY.

THERE ARE BILINGUAL ONES LIKE THOSE BEGINNING, "ACH, HOW MY HEART IS WITH LOVE GESTUFFED!"

THERE ARE FREUDIAN ONES LIKE THOSE WHICH ASK, "CAN THIS EXHILARATION, THIS SENSE OF EXALTATION,... ARISE FROM A FIXATION?"

THERE ARE THOSE FOR THE INTELLECTUAL TYPE THAT URGE, "LEAVE US NOT BEHAVE LIKE SHNOOKS... WHO ONLY REAT THE COMIC BOOKS."

... AND THERE ARE THOSE WITH A SURPOISE PUNCH LINE AT THE END... DESPITE AN INNOCENT BEGINNING.

OBVIOUSLY THE HAMPSHIRE BOOKSHOP HAS VALENTINES TO SUIT YOUR EVERY NEED... FROM THE SWEET-AND-SENTIMENTAL TO THE DRY-AND-WITTY.

COME IN AS SOON AS YOU CAN AND MAKE YOUR SELECTION WHILE THERE IS STILL A LARGE ASSORTMENT OF VALENTINES AT THE HAMPSHIRE BOOKSHOP.

YOU ARE TUNED TO 600... THE VOICE OF SMITH COLLEGE, WCSR, NORTHAMPTON.

... THE CORRECT TIME IS NOW TEN THIRTY.

ANNOUNCER'S SIGNATURE

MON: _____
TUE: _____
WED: _____

TIME:

ATTENTION ANNOUNCERS!

Please read the following time signals, alternately, 16 times on Friday, May 21, at least once every hour. Sign the one you read.

---

1. YOU ARE TUNED TO 600, THE VOICE OF SMITH COLLEGE, WCSR, IN NORTHAMPTON. THE CORRECT TIME IS NOW_____. SELL YOUR SECOND HAND TEXTBOOKS TO THE HAMPSHIRE BOOKSHOP FROM MAY 24 TO COMMENCEMENT. 8 AM

2. YOU ARE TUNED TO 600, THE VOICE OF SMITH COLLEGE, WCSR, IN NORTHAMPTON. THE CORRECT TIME IS NOW_____. THE HIGHEST PRICES FOR CLEAN SECOND HAND TEXTBOOKS FROM MAY 24 TO COMMENCEMENT AT THE HAMPSHIRE BOOKSHOP. 9 AM

3. YOU ARE TUNED TO 600, THE VOICE OF SMITH COLLEGE, WCSR, IN NORTHAMPTON. THE CORRECT TIME IS NOW_____. FOR EXTRA CASH, SELL YOUR SECOND HAND TEXTBOOKS TO THE HAMPSHIRE BOOKSHOP FROM MAY 24 TO COMMENCEMENT. 10. AM.

ATTENTION ANNOUNCEMENT:

Please read the following time signals, alternately, 16 times or (7:16), May 21, at least once every hour. Even the one you read.

---

1. YOU ARE TURNED TO GOD, THE VOICE OF BETTH COLLINS, WHO, IN MONTMARTRE. THE CONTROL TIME IS NOW _____ AGAIN. SLOW SOLDIER WARD TESTIMONIES TO THE BAMBERTEE SYSTEMS. THEY MAY BE OF CONVENIENCE. 3 PM

2. YOU ARE TURNED TO GOD, THE VOICE OF RITA DILLONS, WHO, IN MONTMARTRE. THE CONTROL TIME IS NOW _____ THE SECRET ABUSES FOR CLEAR SECRET WARD TESTIMONIES. THEY MAY BE TO CONVENIENCE AT THE BAMBERTEE SYSTEMS. 4 PM

3. YOU ARE TURNED TO GOD, THE VOICE OF BETTH COLLINS, WHO, IN MONTMARTRE. THE CONTROL TIME IS NOW _____ THE SECRET TIME. THAT YOUR SECRET WARD TESTIMONIES TO THE BAMBERTEE SYSTEMS. THEY MAY BE CONVENIENCE. 5 PM

ATTENTION ANNOUNCERS!

Please read the following time signals, alternately, 16 times on Thursday, May 20 Friday, May 21 at least once every hour. Sign the one you read.

---

1. YOU ARE TUNED TO 600, THE VOICE OF SMITH COLLEGE, WCSR, IN NORTHAMPTON. THE CORRECT TIME IS NOW_____. SELL YOUR SECOND HAND TEXTBOOKS TO THE HAMPSHIRE BOOKSHOP FROM MAY 24 TO COMMENCEMENT.

3:00 Galway Clinic 8:00 a.m. N. MacDonald 6 - Knight 8:00 P.M

2. YOU ARE TUNED TO 600, THE VOICE OF SMITH COLLEGE, WCSR, IN NORTHAMPTON. THE CORRECT TIME IS NOW_____. THE HIGHEST PRICES FOR CLEAN SECOND HAND TEXTBOOKS FROM MAY 24 TO COMMENCEMENT AT THE HAMPSHIRE BOOKSHOP.

you can get

4:10 Galway Williston Williston 9 AM 8:15 Thompson 8:00 MacDonald

3. YOU ARE TUNED TO 600, THE VOICE OF SMITH COLLEGE, WCSR, IN NORTHAMPTON. THE CORRECT TIME IS NOW_____. FOR EXTRA CASH, SELL YOUR SECOND HAND TEXTBOOKS TO THE HAMPSHIRE BOOKSHOP FROM MAY 24 TO COMMENCEMENT.

10 AM 6:00 pm 9:00 P.M Thomp.

2:00 Galway 5:00 MacDonald Williston

ATTENTION ANNOUNCERS!

Please read the following time signals, alternately, 16 times on [illegible] at least once every hour. Sign the one you read.

---

1. YOU ARE TUNED TO 600, THE VOICE OF SMITH COLLEGE, NOAH, IN NORTHAMPTON. THE CORRECT TIME IS NOW_____. SELL YOUR SECOND HAND TEXTBOOKS TO THE NAMPSHIRE BOOKSHOP FROM MAY 24 TO COMMENCEMENT.

2. YOU ARE TUNED TO 600, THE VOICE OF SMITH COLLEGE, NOAH, IN NORTHAMPTON. THE CORRECT TIME IS NOW_____. THE HIGHEST PRICES FOR CLEAN SECOND HAND TEXTBOOKS FROM MAY 24 TO COMMENCEMENT AT THE NAMPSHIRE BOOKSHOP.

3. YOU ARE TUNED TO 600, THE VOICE OF SMITH COLLEGE, NOAH, IN NORTHAMPTON. THE CORRECT TIME IS NOW_____. FOR EXTRA CASH, SELL YOUR SECOND HAND TEXTBOOKS TO THE NAMPSHIRE BOOKSHOP FROM MAY 24 TO COMMENCEMENT.

Wed.

1) YOU ARE TUNED TO 600, WCSR THE VOICE OF SMITH COLLEGE IN NORTHAMPTON. THE CORRECT TIME IS NOW--------. /YOU WILL FIND GRADUATION GIFTS, INEXPENSIVE OR OTHERWISE, AT HARLOW'S, 18 CENTER STREET.

2) YOU ARE TUMED TO 600, WCSR THE VOICE OF SMITH COLLEGE IN NORTHAMPTON. THE CORRECT TIME IS NOW--------. NEED A BILLFOLD OR KEYCASE? HARLOW'S, 18 CENTER STREET HAS A LARGE ASSORTMENT.

3) YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE IN NORTHAMPTON. THE CORRECT TIME IS NOW------. FOR THAT "MAN- IN-YOUR-LIFE, SEE HARLOW'S PERSONAL LEATHER GOODS. 18 CENTER STREET.

4) ~~HARLOW'S,~~
YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE IN NORTHAMPTON. THE CORRECT TIME IS NOW------. HARLOW'S, 18 CENTER STREET, HAS REALLY FINE BILLFOLDS FOR MEN OR WOMEN.

*Attention announcers
Heads of aff & Note

Please read above alternately at every time signal. Check the one you've read & place it in front of next commercial so it can be seen.
Thank You.

TIME: 10:29
DATE: 4/25/54 - Sunday
SPONSOR: HASKELL + GILBERT'S
SOLICITOR: BE.

(READ Slowly)

DOES YOUR TYPEWRITER GRUNT AND GROAN EVERY TIME YOU TOUCH IT? THIS VACATION, LET HASKELL AND GILBERT'S GIVE IT A NEW OUTLOOK ON LIFE. IT WILL COST YOU ONLY 8.75 FOR THE ENTIRE OPERATION, SUMMER CONVALESCENCE PERIOD INCLUDED. YOUR TYPEWRITER WILL BE CAREFULLY OVERHAULED BY MEN WHO KNOW THEIR BUSINESS. THIS OVERHAULING WIPES AWAY ALL THE DUST AND RUST ATTACKING THE SENSITIVE WORKINGS OF YOUR MACHINE. (pause) SO, THIS VACATION, CURE YOUR TYPEWRITER'S ACHES AND PAINS. CALL HASKELL AND GILBERT'S - at 672. LET THEM ~~[illegible]~~ PICK UP YOUR MACHINE. - ~~AND~~ AND FOR ONLY EIGHT DOLLARS AND SEVENTY-FIVE CENTS, STORAGE COSTS INCLUDED, GIVE YOUR TYPEWRITER A NEW LEASE ON LIFE.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON
THE CORRECT TIME IS NOW 10:30 p.m.

Announcer's Sign: Mary Jablonka

TIME: 10:29
DATE: 4/25/59 - Sunday
SPONSOR: Haskell & Gilbert's
SOLICITOR: The

(READ SLOWLY)

DOES YOUR TYPEWRITER GRUNT AND GROAN EVERY TIME YOU TOUCH IT? THIS VACATION, LET HASKELL AND GILBERT'S GIVE IT A NEW OUTLOOK ON LIFE. IT WILL COST YOU ONLY $.75 FOR THE ENTIRE OPERATION, SUMMER CONVALESCENCE PERIOD INCLUDED. YOUR TYPEWRITER WILL BE CAREFULLY OVERHAULED BY MEN WHO KNOW THEIR BUSINESS. THIS OVERHAULING WIPES AWAY ALL THE DUST AND RUST ATTACKING THE SENSITIVE WORKINGS OF YOUR MACHINE. (pause) SO, THIS VACATION, GIVE YOUR TYPEWRITER'S ACHES AND PAINS. CALL HASKELL AND GILBERT'S - ~~[illegible]~~ - FOR ONLY EIGHT DOLLARS AND SEVENTY-FIVE CENTS. STORAGE COSTS INCLUDED, GIVE YOUR TYPEWRITER A NEW LEASE ON LIFE.

YOU ARE TUNED TO 600, WGBH, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW 10:30 p.m.

Announcer's Sign:

Henry Goldberg

TIME: 5:29
DATE: 5/3/54 (monday)
SPONSOR: HASKELL AND GILBERT'S
SOLICITOR: BE

(READ slowly)

IS POSTURE YOUR PROBLEM? HAVE YOU BEEN BENT BY BAGGAGE? NEXT TRIP HOME, LIGHTEN THE LOAD. SHED 30 POUNDS. HAVE YOUR TYPEWRITER PACKED AND SHIPPED BY HASKELL AND GILBERT'S. IT WILL COST YOU ONLY 3.75 FOR THIS CONVENIENCE. YOUR TYPEWRITER WILL BE CAREFULLY READIED FOR SHIPMENT BY MEN WHO KNOW THEIR BUSINESS. THEIR CARE WILL INSURE A SAFE TRIP AND A SPEEDY ARRIVAL FOR YOUR MACHINE. (pause) SO DECREASE YOUR LUGGAGE LEAN THIS NEXT TRIP HOME. CALL HASKELL AND GILBERT'S AT 3621. FOR ONLY THREE DOLLARS AND SEVENTY-FIVE CENTS, THEY WILL RELIEVE YOU OF A WEIGHTY TRAVEL WORRY, YOUR TYPEWRITER.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON
THE CORRECT TIME IS NOW 5:30 p.m.

ANNOUNCER'S SIGN: Anne MacKenzie

SOFT CANDLE LIGHT,.GOOD MUSIC... AND THE AROMA OF SAVORY ITALIAN FOODS WILL BECKON YOU DOWN TO THE "DEN OF VENICE"... THE LITTLE ITALY'S NEWLY COMPLETED CELLAR ROOM FOR RELAXED DINING. A LARGE MURAL OF COLORFUL VENICE BY JOHN WALDRON DECORATES THE WALL... RED AND WHITE TABLE CLOTHS ADD A PLEASANT TOUCH TO AN ALREADY GAY ATMOSPHERE.

AND DID YOY KNOW THAT NOW YOU CAN HAVE PIZZA PARTIES AT YOUR DORM? THAT'S RIGHT... FOR ANY ORDER OVER FIVE DOLLARS, LITTLE ITALY WILL DELIVER ITALIAN FOOD TO YOUR DORM FREE OF CHARGE.

NOW YOU CAN HAVE PIZZA IN YOUR ROOM ANY TIME. CALL NORTHAMPTON 1869 FOR ITALIAN SPECIALTIES FOR YOUR NEXT PARTY.

(SEE FOLOWING SHEET FOR CLOSING)

SOFT CANDLE LIGHT...GOOD MUSIC... AND THE AROMA OF RAVONY ITALIAN FOODS WILL BECKON YOU DOWN TO THE "DEN OF VENICE"... THE LITTLE ITALY'S NEWLY COMPLETED CELLAR ROOM FOR RELAXED DINING. A LARGE MURAL OF COLORFUL VENICE BY JOHN MALDROW DECORATES THE WALL... RED AND WHITE TABLE CLOTHS ADD A PLEASANT TOUCH TO AN ALREADY GAY ATMOSPHERE.

AND DID YOU KNOW THAT NOW YOU CAN HAVE PIZZA PARTIES AT YOUR HOME THAT'S RIGHT... FOR ANY ORDER OVER FIVE DOLLARS, LITTLE ITALY WILL DELIVER ITALIAN FOOD TO YOUR HOME FREE OF CHARGE. NOW YOU CAN HAVE PIZZA IN YOUR ROOM ANY TIME. CALL NORTHAMPTON 1469 FOR ITALIAN SPECIALTIES FOR YOUR NEXT PARTY.

(SEE FOLLOWING SHEET FOR CLOSING)

TIME: ~~4:59~~ ~~4:29~~ 2:29

DATE: THURS.

SPONSOR: MARGARET NELSON
SOLICITOR: NE(WRITTEN BY MARGARET NELSON)

SMITH GIRLS ~~CAN BE~~ HAVE BEEN SEEN KNITTING IN ALL CORNERS OF THE CAMPUS. ~~MANY~~ SOME OF THEM BUY THEIR YARN FROM MARGARET NELSON'S SHOP. SHE HELPS THEM CREATE GARMENTS FOR WHAT MIGHT APPEAR TO BE RAGGED AND CHILLY REFUGEES FROM HARVARD, YALE OR ~~PRINCETON~~ AMHERST. THESE GRATEFUL MEN SOMETIMES PROPOSE, AND THEY ARE OFTEN ACCEPTED. THIS NOT ONLY RESULTS IN MORE STITCHES FOR MRS. NELSON TO PICK UP, BUT ADDS ANOTHER PROBLEM, THAT OF WEDDING PRESENTS. MARGARET NELSON HAS SOLVED THIS BY BRINGING HER ANTIQUE SHOP FROM DOWN TOWN TO GREEN STREET. THERE IS OLD, RARE, CHINA AND GLASS AS WELL AS MODERN GIFTS FROM GEORGE JENSON. ~~SOME OF~~ THE COCKTAIL GLASSES FROM GERMANY ~~AND SCANDINAVIA~~ ARE VERY REASONABLE. FOR THOSE WHO WANT PURE CRYSTAL, THERE IS BACCARAT,* IMPORTED FROM FRANCE. BE IT SOMETHING OLD OR SOMETHING NEW---THERE'S A GIFT FOR EVERY OCCASION---GO IN AND SEE!!!!

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW:

*pronounced Bak-kar-rah!!

ANNOUNCER'S SIGN.

3/4/54 - Wilen
3/11/54 - Wilen
3/18/54 - Wilen
4/8/54 - 4:00 - Wilen

TIME: 7:59

DATE: MARCH 24, 1954

SPONSER:MARGARET NELSON

SOLICITOR:S.S.M.

DO'NT LET THEM GET YOU DOWN. DO'NT LET THE SUNSHINE ADDICTS STEAL YOUR LIMELIGHT. JUST BECAUSE YOU ~~AREN'T HEADING~~ HAVEN'T GONE TO BERMUDA OR PALM BEACH IS NO REASON TO FEEL SLIGHTED OR UNATTRACTIVE. MARGARET NELSON WILL GIVE YOU JUST AS MUCH PERSONAL ATTENTION AND CARE IN PICKING OUT YOUR WARDROBE FOR EAST PODUNK AS THE SUNNY SOUTH. HER SHOP AT 10 GREEN STREET IS STOCKED FULL OF MODERATELY PRICED LINEN AND FLANNEL BERMUDA SHORTS IN BRIGHT SUNNY COLORS, AND TRADITIONAL OXFORD GREY ~~IN~~ FLANNEL AND TARTAN PLAIDS. AND FOR THAT PERFECT OUTFIT THERE ARE SOFT SHETLAND SWEATERS IN ALL COLORS RANGING ~~IN~~ FROM BLUE AND ROSE TO GREEN AND PALE YELLOW. AFTER ALL MOST TOURISTS BELOW THE MASON-DIXON LINE ARE EITHER NEWLY WEDS OR NEARLY DEADS. SO BE SMART, CHIC, AND POISED IN THE SOPHISTICATED NORTH WITH YOUR MARGARET NELSON CLOTHES.

YOU ARE TUNED TO 600 ,W.C.S.R., THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW 10:60.

ANNOUNCERS SIGN: Keliher 4-19
Gowen 4-28
Gowen 5-5
Thompson 5-7 (as a FILL IN)

TIME: 7:59

DATE: MARCH 24, 1951

SPONSER:MARGARET NELSON

SOLICITOR:S.S.M.

DON'T LET THEM GET YOU DOWN. DON'T EVE THE SUNSHINE ADDICTS STEAL YOUR LIMELIGHT. JUST BECAUSE YOU [illegible] TO BERMUDA OR PALM BEACH IS NO REASON TO FEEL SLIGHTLY UNATTRACTIVE. MARGARET NELSON WILL GIVE YOU JUST AS MUCH PERSONAL ATTENTION AND CARE IN PICKING OUT YOUR WARDROBE FOR EAST MODERN AS THE SUNNY SOUTH. HER SHOP AT 10 GREEN STREET IS STOCKED FULL OF SOPHISTICATED PRICED LINEN AND FLANNEL BERMUDA SHORTS IN BRIGHT SUNNY COLORS AND TRADITIONAL GREYS AS FLANNEL AND TARTAN PLAIDS. AND FOR THAT PERFECT OUTFIT THERE ARE SOFT SHETLAND SWEATERS IN ALL COLORS RANGING FROM BLUE AND ROSE TO GREEN AND PALE YELLOW. AFTER ALL MOST TOURISTS SHOPPING MASON-DIXON LINE ARE EITHER NEARLY WEDS OR NEARLY DEADS. SO BE SMART, CHIC, AND POISED IN THE SOPHISTICATED NORTH WITH YOUR MARGARET NELSON CLOTHES.

YOU ARE TUNED TO CCO, M.C.S.R., THE VO DE OF NORTH COLLEGE, MORTLAMPTON. THE CORRECT TIME IS NOW 10:30.

ANNOUNCERS SIGN: [illegible] 4-17

[illegible] 4-29

[illegible] 5-5

[illegible] 5-7 (end of [illegible])

TIME: 7:29 PM
DATE: THURSDAY, SEPTEMBER 24, 1953
SPONSOR: PIERCE'S PAINT & ART STORE
SOLICITOR: D.M. COFFMAN

YOU'LL needs many special types of PAPER for lots of your calsses. You can always find them at PIERCE'S PAINT & ART STORE. They have every type of paper that you need: POSTER PAPER, CONSTRUCTION PAPER, CARDBOARD, large SHOW CARD BOARD, Artist's BRISTOL BOARD, STRATHMORE water color ppaper, charcoal & pastel papers, sketch pads in all sizes, gesso board, TRACING PAPER, ACETATE PAPER, foil papers, ARCHITECT'S LINEN for stencil work or tracing, canvas by the yard, and CANVAS PANELS. Just drop in at PIERCE'S PAINT & ART STORE, 196 Main Street, where you will find exactly what you want, all in one store, at the lowest possible prices.

STAY TUNED NOW FOR "Show Tunes" with Gail Ward WHICH FOLLOWS IMMEDIATELY.

You are tuned to 600, the Voice of Smith College, WCSR, NORTHAMPTON.

The Correct Time is Now 7:30

Margie Guggenheim
ANNOUNCER'S SIGNITURE

TIME: 7:30 PM
DATE: (TUESDAY) SEPTEMBER 14,1953
SPONSOR: Pierce's Paint & Art Store
SOLICITOR: R.M. Carmen

YOU'LL needs many special types of PAPER for lots of your classes. You can always find them at PIERCE'S PAINT & ART STORE. They have every type of paper that you need: POSTER PAPER,CONSTRUCTION PAPER, CARDBOARD, large SHOW CARD BOARD,
Artist's BRISTOL BOARD, STRATHMORE water color paper, charcoal & pastel papers, sketch pads in all sizes, Esmeo board,TRACING PAPER,ACETATE PAPER, foil papers, ARCHITECT'S LINEN for stencil work or tracing, canvas by the yard, and CANVAS PANELS. Just drop in at PIERCE'S PAINT & ART STORE,196 Main Street, where you will find exactly what you want,all in one store, at the lowest possible prices.

STAY TUNED NOW FOR "Show Tunes" WHICH FOLLOWS IMMEDIATELY.

You are tuned to 800, the Voice of Smith College, WSEN, NORTHAMPTON

The Correct Time is Now 7:30

ANNOUNCER'S SIGNATURE

TIME: 7:59
DATE: September 24, 1953. THURSDAY
SPONSOR: PIERCE'S PAINT & ART STORE
SOLICITOR: D. M. Coffman

YOU can buy inexpensive BULLETIN BOARDS,
cut to your order at PIERCE'S PAINT & ART STORE,
196 Main Street, near City Hall.
You can have them made long, short, wide, or narrow,
and DELIVERED to your house.
The cost is low at PIERCE'S too.
A bulletin board three feet long and two feet wide,
will cost you only 75 cents.
This is just one of the MANY savings offered you
at Pierce's. IT'S will pay YOU to shop
at PIERCE'S PAINT & ART STORE, where you can
ALWAYS find top quality supplies at the lowest possible prices.

PAUSE

BE SURE TO LISTEN THIS EVENING TO CONCERT HALL, A PROGRAM OF THE FINEST RECORDINGS OF CLASSICAL MUSIC, AT 8:15.

PAUSE

Stay tuned for the NEWS which follows immediately from AMHERST.

PAUSE

You are tuned to 600, the VOICE of Smith College, WCSR, Northampton.

PAUSE

The Correct time is now 8:00

Margie Gregorian
ANNOUNCER'S SIGNATURE

TIME: 7:57
DATE: Sept. 24, 1953 THURSDAY
SPONSOR: Pierce's Paint & Art Store
SOLICITOR: B.M. Gillman

YOU can buy Interpretive BULLETIN BOARDS,
out to your order at PIERCE'S PAINT & ART STORE,
196 Main Street, near City Hall.
You can have them made long, short, wide, or narrow,
and DELIVERED to your house.
The cost is low at PIERCE'S too.
A bulletin board three feet long and two feet wide,
will cost you only 75 cents.
This is just one of the MANY savings offered you
at Pierce's. IT WILL pay YOU to shop
at PIERCE'S PAINT & ART STORE, where you can
ALWAYS find top quality supplies at the lowest possible prices.

PAUSE

Be sure to listen this evening To CONCERT HALL, A PROGRAM
OF THE FINEST Recordings of Classical Music, AT 8:15.

PAUSE

Stay tuned for the News which follows immediately from WNEW.

PAUSE

You are tuned to 600, the VOICE of Smith College, WUSR, Northampton

PAUSE

The Correct time is now 8:00.

ANNOUNCER'S STEMTIME

TIME: 9:59 PM
DATE: SEPTEMBER 24,1953 THURSDAY
SPONSOR: PIERCE'S PAINT + ART STORE
SOLICITOR: D.M. COFFMAN

Do YOU have a picture that needs framing? Then bring it to PIERCE'S PAINT & ART STORE,196 Main Street. There you will find the largest selection of FRAMES,MAT BOARD, and GLASS in the city. They can make your picture frame to your special order, or you can buy the necessary materials, and DO it YOURSELF! And remember, EXPERT advice is FREE at PIERCE'S ,so drop in , and let them HELP YOU.That's PIERCE'S PAINT & ART STORE, 196 Main Street, near City Hall, where you can ALWAYS purchase the best quality merchandise at the lowest possible prices!

STAY TUNED for the NEWS which follows im mediately from Amherst.
You are tuned to 600,the Voice of Smith College,WCSR,Nothampton.
The correct time is now, 10:00

Margie Guggenheim
ANNOUNCER'S SIGNATURE

TIME: 4:57 PM
DATE: September 24,1953 THURSDAY
SPONSOR: Pierce's Paint & Art Store
SOLICITOR: J.A. Cerrone

:

Do YOU have a picture that needs framing? Then bring it to PIERCE'S PAINT & ART STORE,196 Main Street.

There you will find the largest selection of FRAMES,MAT BOARD, and GLASS in the city.

They can make your picture frame to your special order, or you can buy the necessary materials, and DO it YOURSELF! And remember, EXPERT advice is FREE at PIERCE'S ,so drop in ,

and let them HELP YOU.That's PIERCE'S PAINT & ART STORE, 196 Main Street, near City Hall, Where you can ALWAYS purchase the best quality merchandise at the lowest possible prices!

STAY TUNED for The NEWS which follows in mediately.
You are tuned to 600,the Voice of Seton Hall College,WOBR,Hoboken.
The correct time is now, 4:57:00

TIME: 7:29
DATE: Friday, September 25, 1953
SPONSOR: Pierce's Paint + Art Store
SOLICITOR: D. M. Coffman

We bet YOU'VE got a smart new fall outfit
for campus activities, but does your bicycle
do it justice! If it DOES look a little shabby,
drop in at PIERCE'S PAINT & ART STORE, 196 MAIN STREET,
and select a color that will give your bike
a NEW LOOK , and a good PROTECTIVE coating
for the winter months. You can buy silver paint
for the trimmings too.

For UNFINISHED FURNITURE, it's PIERCE'S PAINT & ART STORE,
where you will always find a wide range of colors & paints.
Mr. Hannigan, who owns and operates Pierce's,
is a MASTER painter and will gladly give you
ALL the help you need.
SO, the next time you have ANYTHING to PAINT,
stop at PIERCE'S PAINT & ART STORE, where you'll
find everything you want, all in ONE store.

Pause

The correct time is now, 7:30. Stay tuned for Boo Barbour with
JAZZMAN which follows immediately.

Pause

You are tuned to 600, the Voice of Smith College, WCSR, Northampton.

Boo Hertz
ANNOUNCER'S SIGNATURE

Time: 1:00 minute.

TIME:
DATE:
SPONSOR:
SOLICITOR:

We bet YOU'VE got a smart new fall outfit
for campus activities, but does your bicycle
do it justice! If it DOES look a little shabby,
drop in at PIERCE'S PAINT & ART STORE, 196 MAIN STREET,
and select a color that will give your bike
a NEW LOOK , and a good PROTECTIVE coating
for the winter months. You can buy silver paint
for the trimmings too.

For UNFINISHED FURNITURE, it's PIERCE'S PAINT & ART STORE,
where you will always find a wide range of colors & paints.
Mr. Hannigan, who owns and operates Pierce's,
is a MASTER painter and will gladly give you
ALL the help you need.
SO, the next time you have ANYTHING to PAINT,
stop at PIERCE'S PAINT & ART STORE, where you'll
find everything you want, all in ONE store.

The correct time is now, 7:30. Stay tuned for Moe Bandour with
JAZZMAN which follows immediately.
You are tuned to 600, the Voice of Smith College, WGAR, Northampton.

ANNOUNCER'S SIGNATURE

TIME: 9:59
DATE: FRIDAY, SEPTEMBER 25, 1953
SPONSOR: PIERCE'S PAINT & ART STORE
SOLICITOR: R.M. Coffman

If you have a pretty picture ,print, or photograph
that you want to have framed for that bare spot on your wall,
bring it to PIERCE'S PAINT & ART STORE, 196 Main Street,
for expert attention, at popular prices!
There you can also fimd a large assortment
of Molding hooks, Picture wires, picture backing,
mat board, and , XACTO KNIVES...if YOU wish
to frame your own picture!
PICTURE GLASS and
FINISHED or UNFINISHED FRAMES
in all the standard sizes and styles,
will make that picture a true thing of beauty.
Pierce's will give free delivery service
to college dorms ,too. So come to
PIERCE'S PAINT & ART STORE, 196 MAIN STREET,
conveniently located near City Hall. There, you'll
always find the best quality products at
the lowest possible prices!

Stay Tuned now for OUR GAL FRIDAY, with ROO HERTY, which follows the NEWS.

The correct time is now, ten o'clock.

You are tuned to 600, the Voice of Smith College, WCSR, Northampton.

Roo Herty
ANNOUNCER'S SIGNITURE

TIME: 9:57
DATE: Friday, September 25, 1953
SPONSOR: Pierce's Family Art Store
SOLICITOR: [illegible]

If you have a pretty picture ,print, or photograph
that you want to have framed for that bare spot on your wall,
bring it to PIERCE'S PAINT & ART STORE, 196 Main Street,
for expert attention,at popular prices!
There you can also find a large assortment
of Molding hooks, Picture wires, picture backing,
mat board, and , XACTO KNIVES...if YOU wish
to frame your own picture!
PICTURE GLASS and
FINISHED or UNFINISHED FRAMES
in all the standard sizes and styles,
will make that picture a true thing of beauty.
Pierce's will give free delivery service
to college dorms ,too. So come to
PIERCE'S PAINT & ART STORE,196 MAIN STREET,
conveniently located near City Hall.There, you'll
always find the best quality-products at
the lowest possible prices!

Stay Tuned now for OUR GAL FRIDAY,with ROO HENTY,which follows the NEWS.

The correct time is now, ten o'clock.
You are tuned to 600,the Voice of Smith College,WOSR, Northampton

Announcer's Signature

TIME: 7:59
DATE: FRIDAY, SEPTEMBER 25, 1953
SPONSOR: PIERCE'S PAINT & ART STORE
SOLICITOR: D.M. Coffman

Read Quickly!!

ATTENTION students in Art 13 classes!
There is no need to shop in several stores
for your art supplies! You can get them ALL
at PIERCE'S PAINT & ART STORE, 196 Main Street,
near City Hall. There you can buy your
required poster colors, pens, sketch pads,
water colors, brushes, crayons, and all
the other materials you'll be needing.
PIERCE'S carries Winsor & Newton artist's supplies, too.
They are recognized the world over as the
tops and PIERCE'S PAINT & ART STORE is their
exclusive dealer in Northampton.
When your artist's kit is filled with
WINSOR & NEWTON supplies, you can rest assured
that you have the finest materials that
man can make or money can buy.
SHOP at PIERCE'S, near CITY HALL, for ART MATERIALS--
have the BEST at no extra cost!

STAY TUNED now for fifteen minutes of the NEWS,
which follows immediately from Amherst.
The correct time is now, eight o'clock.

You are tuned to 600, the Voice of Smith College, WCSR, Northampto

MISS
MRS.
MR.

Rae Kerly
ANNOUNCER'S SIGNITURE

TIME: 7:54
DATE: Friday, September 25, 1953
SPONSOR: Pierce's Paint & Art Store
SOLICITOR: D.M. Coffman

ATTENTION students in Art 13 classes!
There is no need to shop in several stores
for your art supplies! You can get them ALL
at PIERCE'S PAINT & ART STORE, 196 Main Street,
near City Hall. There you can buy your
required poster colors, pens, sketch pads,
water colors, brushes, crayons, and all
the ~~[illegible]~~ other materials you'll be needing.
PIERCE'S carries Winsor & Newton artists supplies, too.
They are recognized the world over as the
tops and PIERCE'S PAINT & ART STORE is their
exclusive dealer in Northampton.
When your artist's kit is filled with
WINSOR & NEWTON supplies, you can rest assured
that you have the finest materials that
man can make or money can buy.
SHOP at PIERCE'S, near CITY HALL, for ART MATERIALS—
have the BEST at no extra cost!

STAY TUNED now for fifteen minutes of the NEWS,
which follows immediately from Amherst.
The correct time is now, eight o'clock.

You are tuned to 600, the Voice of Smith College, WCSR, Northamp

Announcer's Signature

TIME: 5:29 PM
DATE: September 29, 1953 Tuesday.
SPONSOR: PIERCE'S PAINT & ART STORE
SOLICITOR: D.M.C.

Do you ever get that CREATIVE urge?
Do you want to do something you can
be proud of? WELL, you don't have
to be an ARTIST to enjoy painting beautiful
pictures. Come to PIERCE'S PAINT AND ART STORE,
196 Main Street ,near CITY HALL,and see
the new PRESKETCHED oil sets---everything that
you need ,all in one package,to do your OWN
oil painting. Choose from more than 20 pictures
the picture you like best,and paint it yourself
~~ofr~~ in your spare time.
PERHAPS YOU'D RATHER relax by doing interesting
finger paintings to decorate your room. You can
get finger paints in individual jars or sets.
So COME to PIERCE'S PAINT and ART STORE,196 main Street,
and look over the wonderful bargains ,whether
you take an art course or just paint for pleasure.

Stay tuned now for the second portion of
EASY LISTENING which follows immediately.
The correct time is now 5:30.
YOU are tuned to 600,the voice of Smith College,
WCSR, Northampton.

Cynthia Harris
ANNOUNCER'S SIGNATURE

TIME: 5:24 PM
DATE: September 14, 1971 Tuesday
SPONSOR: PIERCE'S PAINT & ART STORE
SOLICITOR: D.M.C.

Do you ever get that CREATIVE urge?
Do you want to do something you can
be proud of? WELL, you don't have
to be an ARTIST to enjoy painting beautiful
pictures. Come to PIERCE'S PAINT AND ART STORE,
196 Main street, near CITY HALL, and see
the new PRESKETCHED oil sets---everything that
you need, all in one package, to do your OWN
oil painting. Choose from more than 20 pictures
the picture you like best, and paint it yourself
at in your spare time.
PERHAPS YOU'D RATHER relax by doing interesting
finger paintings to decorate your room. You can
get finger paints in individual jars or sets.
So COME to PIERCE'S PAINT and ART STORE, 196 main street,
and look over the wonderful bargains, whether
you take an art course or just paint for pleasure.

Stay tuned now for the second portion of
EASY LISTENING which follows immediately.
The correct time is now 5:20.
YOU are tuned to 600, the voice of Smith College,
WCER, Northampton.

ANNOUNCER'S SIGNATURE

TIME: 7:59
DATE: Sept. 29, 1953 : Tuesday
SPONSOR: PIERCE'S PAINT & ART STORE
SOLICITOR: D.M.C.

Here is an item of special interest for all students taking courses in practical art. For ALL your sundry art supplies, such as kneadable or art gum erasers, VENUS pencils in any degree of hardness or softness, erasing shields, wax crayons, sketching pencils and tablets in ALL sizes; MONGOL colored pencils, and many other items, visit PIERCE'S PAINT AND ART STORE, 196 Main Street, near City Hall. There you can also purchase ART PAPERS, MASKING TAPE, RUBBER CEMENT, MARKING PENCILS, THUMB TACKS, MANILA ENVELOPES, or portfolios. Yes, for ALL of your art supplies, shop at PIERCE'S PAINT and ART STORE where you'll always get the finest materials at the lowest possible prices.

STAY TUNED now for 15 MINUTES of THE NEWS ~~with~~ FROM AMHERST which follows immediately.

The correct time is 8:00 o'clock.

YOU ARE TUNED TO 600, the Voice of Smith College, WCSR, Northampton.

Grace Conroy
ANNOUNCER'S SIGNATURE

TIME: 7:54
DATE: Sept. 24, 1973 : Tuesday
SPONSOR: PIERCE'S PAINT & ART STORE
SOLICITOR: D.M.C.

Here is item of special interest for all students taking courses in practical art. For ALL your sundry art supplies, such as kneadable or art gum erasers, VENUS pencils in any degree of hardness or softness, erasing shields, wax crayons, sketching pencils and tablets in ALL sizes; MONMOUTH colored pencils, and many other items, visit PIERCE'S PAINT AND ART STORE, 196 Main Street, near City Hall. There you can also purchase ART PAPERS, MASKING TAPE, RUBBER CEMENT, MARKING PENCILS, THUMB TACKS, MANILA ENVELOPES, or portfolios. Yes, for ALL of your art supplies, shop at PIERCE'S PAINT and ART STORE where you'll always get the finest materials at the lowest possible prices.

STAY TUNED now for 15 minutes of the NEWS from Washington which follows immediately.

The correct time is 7:54...

YOU ARE TUNED TO 500, the Voice of Smith College, WCSR, Northampton.

Announcer's Signature

Read Quickly

TIME: 7:29
DATE: October 14, 1953 Wednesday
SPONSOR: Pierce's
SOLICITOR: DMC

Do YOU want to get the best results on your paintings? Then use the BEST EQUIPMENT the art world has to offer. COME to PIERCE'S PAINT and ART STORE, 196 MAIN STREET, where TOP QUALITY and LOW PRICES go HAND in HAND.

THE LARGEST ART SUPPLY store in WESTERN MASSACHUSETTS, PIERCE'S is the place where you can get any art need from CANVAS and BRUSHES, to OILS, CASEINS, and ERASERS. PIERCE'S PAINT AND ART STORE is NORTHAMPTON'S ONLY distributor for WINDSOR and NEWTON art supplies, which are made in ENGLAND and RECOGNIZED the world over as the BEST.

WINDSOR AND NEWTON oils, water colors, and varnishes are available at PIERCE'S at a SPECIAL EXTRA LARGE STUDENT DISCOUNT --- as are all the other art materials found at PIERCE'S PAINT AND ART STORE.

SHEEVA EE
SHIVA CASIENS, the FINEST there are, may also be purchased at PIERCE'S. So, for ALL the best art supplies at the LOWEST PRICES ANYWHERE, come to PIERCE'S PAINT AND ART STORE, conveniently located across from CITY HALL at 196 MAIN STREET.

YOU ARE TUNED TO 600, the VOICE OF SMITH COLLEGE, WCSR, NORTHAMPTON.

Boo Benbow
ANNOUNCER'S SIGNATURE

TIME:
DATE:
SPONSOR:
SOLICITOR:

Do YOU want to get the best results on your paintings?
Then use the BEST EQUIPMENT the art world has to offer.
COME to PIERCE'S PAINT and ART STORE, 196 MAIN STREET,
where TOP QUALITY and LOW PRICES go HAND in HAND.

THE LARGEST ART SUPPLY store in WESTERN MASSACHUSETTS,
PIERCE'S is the place where you can get any art need
from CANVAS and BRUSHES, to OILS, GASSINS, and ERASERS.
PIERCE'S PAINT AND ART STORE is NORTHAMPTON'S ONLY
distributor for WINDSOR and NEWTON art supplies, which
are made in ENGLAND and RECOGNIZED the world over as
the BEST.
WINDSOR AND NEWTON oils, water colors, and varnishes are available
at PIERCE'S at a SPECIAL EXTRA LARGE STUDENT DISCOUNT ---
as are all the other art materials found at PIERCE'S PAINT AND
ART STORE.
SHIVA CASINGS, the FINEST there are, may also be purchased
at PIERCE'S . So, for ALL the best art supplies at
the LOWEST PRICES ANYWHERE, come to PIERCE'S PAINT AND ART STORE.
conveniently located across from CITY HALL at 196 MAIN STREET.

YOU ARE TUNED TO 600, the VOICE OF SMITH COLLEGE, WCSR, NORTHAMPTON

ANNOUNCER'S SIGNATURE

TIME: 7:59
DATE: Oct, 20, 1953 Tuesday.
SPONSOR: PIERCE'S PAINT & ART STORE
SOLICITOR: DMC

HAVING ~~are~~ HOUSE PARTY this HALLOWEEN? Are YOU a harassed SOCIAL CHAIRMAN? PIERCE'S PAINT & ART STORE, 196 MAIN STREET, promises to help you.

This week, PIERCE'S is offering a WIDE selection of construction papers which can be used for making all those gay decorations of WITCHES, black cats, PUMPKINS, and ghosts. Pierce's has enough HALLOWEENISH ORANGE and BLACK [redacted] to satisfy ANY Princeton man.

And, for that extra razzle-dazzle, stop in at PIERCE'S for glitter, gold, and silver paints.

THEY'RE EASY to work with, effective on application.

Don't wait until the last minute, BUY your materials NOW,, before the other houses jump the gun.

Pierce's is within EASY walking or BIKING DISTANCE, just across the from City Hall, on Main Street.

Remember, for that HALLOWEEN Hullaballoo,

for other art supplies, too

YOU CAN't go wrong, if you GO to PIERCE'S.

YOU ARE TUNED TO 600, the VOICE OF SMITH COLLEGE, WCSR, NORTHAMPTON

THE CORRECT TIME IS NOW....8:00.....

Al Thompson
ANNOUNCER'S SIGNATURE

TIME: 7:30
DATE: Sat., Oct. 15, 1949 - 7 days
SPONSOR: PIERCE'S PAINT & ART STORE
SOLICITOR: DMC

HAVING a HOUSE PARTY this HALLOWEEN? Are YOU a
Harassed SOCIAL ORGANIZER? PIERCE'S PAINT & ART STORE,
195 MAIN STREET, promises to help you.

This week, PIERCE'S is offering a WIDE selection of
construction papers which can be used for making
all those gay decorations of WITCHES, black cats,
PUMPKINS, and ghosts. Pierce's has enough HALLOWEENIAN
BLACK [illegible] to satisfy ANY Princeton man.
And, for that extra razzle-dazzle, stop in at PIERCE'S
for glitter, gold, and silver paints.

THEY'RE EASY to work with, effective on application.
Don't wait until the last minute, BUY your materials NOW,
before the other houses jump the gun.

Pierce's is within EASY walking or BIKING, just across the
from City Hall, on Main Street.

Remember, for that HALLOWEEN Hullaballoo,
for other art supplies, too
YOU CAN'T go wrong, if you GO to PIERCE'S.

YOU ARE TUNED TO 600, the VOICE OF SMITH COLLEGE, WCSR, NORTHAMPTON

THE CORRECT TIME IS NOW.....

ANNOUNCER'S SIGNATURE

TIME: 7:59
DATE: Nov. 12, 1953 + Nov. 16 please
SPONSOR: PIERCE'S PAINT AND ART STORE
SOLICITOR: DMC

ARE YOU up a TREE looking for gifts
that are NICE and INEXPENSIVE?
Well, they don't grow on TREES, but
you CAN find them at PIERCE'S PAINT and ART STORE!
Give your friends and relatives attractive
TOLE CRAFT metal picture trays, waste baskets, or desk baskets.
They'll be HAPPILY received because YOU painted the design on
them YOURSELF. It's easy to do, and only takes a few minutes.
The picture is already sketched on and numbered,
the paints are numbered,
all you do is match the numbers and PAINT!
The designs, all on black metal,
are available in many beautiful patterns, ranging
from scenes in an oriental garden to abstract
PENNSYLVANIA DUTCH designs. You'll LOVE their attractive
coloring. DROP IN at PIERCE'S PAINT and ART STORE tomorrow,
and SEE these beautiful TOLE CRAFT designs on
black metal waste baskets, picture trays, and desk baskets.
At PIERCE'S any college student
will get a LARGE discount on EVERYTHING she buys.

YOU ARE TUNED TO 600, the VOICE of SMITH COLLEGE, WCSR, NORTHAMPTON.

C. Conroy sign again
ANNOUNCER'S SIGNATURE
Lee Hill

TIME: 7:59
DATE: Thu. Jan. 19, 1978 + Thursday 1/6
SPONSOR: PIERCE'S PAINT AND ART STORE
SCILOTTON: IMO

ARE YOU up a TREE looking for gifts
that are NICE and INEXPENSIVE?
Well, they don't grow on TREES, but
you CAN find them at PIERCE'S PAINT and ART STORE!
Give your friends and relatives attractive
TOLE CRAFT metal picture trays, waste baskets, or desk baskets.
They'll be HAPPILY received because YOU painted the design on
them YOURSELF. It's easy to do, and only takes a few minutes.
The picture is already sketched onand numbered,
the points are numbered.
All you do is match the numbers and PAINT!
The designs, all on black metal,
are available in many beautiful [illegible] patterns, ranging
from scenes in an oriental garden to abstract
PENNSYLVANIA DUTCH designs. You'll LOVE their attractive
colorings. DROP IN at PIERCE'S PAINT and ART STORE tomorrow,
and SEE these beautiful TOLE CRAFT designs on
black metal waste baskets, picture trays, and desk baskets.
[illegible] at PIERCE'S any college student
will get a LARGE discount on everything she buys.

YOU ARE TUNED TO 500, the VOICE of TRITH COLLEGE, WEEN, NORTHAMPTON.

TIME: 2:59
DAY: wednesday
SPONSOR: PIERCE'S PAINT AND ART STORE
SOLICITOR: DMC

POSTER-MAKERS...HERE'S SOMETHING FOR YOU!

PIERCE'S PAINT AND ART STORE HAS JUST RECEIVED A SHIPMENT OF SPEEDDRY POSTER COLORS. THESE LIQUID COLORS ARE REMARKABLE..BECAUSE THEY'RE COMPLETELY DRY ON APPLICATION. THAT MEANS..NO UGLY SMUDGES ON YOUR POSTERS! THESE COLORS WILL STAY ON GLASS AND METALS TOO. THE BOTTLES ARE FITTED WITH A FELT PEN WHICH YOU USE AS A PAINT BRUSH. ONE $.69 BOTTLE, WILL LAST A LONG TIME AND WILL HELP YOU MAKE POSTERS RAPIDLY. THERE ARE EIGHT VIVID SPEED-DRY COLORS..ALL PERFECT FOR EYE CATCHING POSTERS.

AT PIERCE'S, YOU'LL ALSO FIND INEXPENSIVE POSTER BOARDS IN SILVER,GOLD,REDS,GREENS,AND IN BLACK,YELLOW,AND BLUE. REMEMBER,FOR THE WIDEST SELECTION OF TOP QUALITY ART SUPPLIES IN WESTERN MASSACHUSETTS,COME TO PIERCE'S PAINT AND ART STORE, 196 MAIN STREET.

— see Taxi 55 Commercial

###

Read the Taxi 55 Commercial.

YOU ARE TUNED TO 600,THE VOICE OF SMITH COLLEGE,WCSR,IN NORTHAMPTON.

THE CORRECT TIME IS NOW...3:00.

ANNOUNCERS' SIGNATURES:
1.)

2.)

TIME: 2:17
DAY:
SPONSOR: PIERCE'S PAINT AND ART STORE
SOLICITOR: TMO

POSTER-MAKERS...HERE'S SOMETHING FOR YOU!

PIERCE'S PAINT AND ART STORE HAS JUST RECEIVED A SHIPMENT OF BRESLUBY POSTER COLORS. THESE LIQUID COLORS ARE REMARKABLE..BECAUSE THEY'RE COMPLETELY DRY ON APPLICATION. THAT MEANS..NO UGLY SMUDGES ON YOUR POSTERS! THESE COLORS WILL STAY ON GLASS AND METALS TOO. THE BOTTLES ARE FITTED WITH A FINE PEN WHICH YOU USE AS A PAINT BRUSH. ONE $.65 BOTTLE WILL LAST A LONG TIME AND WILL HELP YOU MAKE POSTERS RAPIDLY. THERE ARE EIGHT VIVID BRESLUBY-DRY COLORS..ALL PERFECT FOR EYE CATCHING POSTERS.

AT PIERCE'S, YOU'LL ALSO FIND IMPRESSIVE POSTER BOARDS IN SILVER, GOLD, RED, GREENS, AND IN BLACK, YELLOW, AND BLUE. REMEMBER, FOR THE WIDEST SELECTION OF TOP QUALITY ART SUPPLIES IN WESTERN MASSACHUSETTS, COME TO PIERCE'S PAINT AND ART STORE, 196 MAIN STREET.

YOU ARE TUNED TO 600, THE VOICE OF SMITH COLLEGE, WORK, IN NORTHAMPTON.

THE CORRECT TIME IS NOW.....2:20

AMPERSANDS! SIGNATURES:

1.)

2.)

TIME: 17:59
DATE: 12/8/53 & 12/15/53
SPONSOR: PIERCE'S PAINT & ART STORE
SOLICITOR: DMC

A SPLASH of red, the glint of glitter,
BLACK, an attractive design--yes, it's BOUND
to make a stong impression. If YOU'RE
making posters, make them with PAINT and GLITTERS from
PIERCE'S PAINT and ART STORE. At PIERCE'S, you'll
find CRAFTTINT, and MILTON & BRADLEY dry poster paints.
They'll help YOU make an EYE-CATCHING display!
If you really want to attract attention,
DON'T ask the pixies for pixie dust, ask PIERCE'S
for GLITTERS. That's right,
PIERCE'S has six shades of colorful glitters, wonderful
for adding that EXTRA SPARKLE to your designs.
Of course, PIERCE'S PAINT & ART STORE has poster paper
and poster board in almost ANY size too. So,
try PIERCE'S first! For ALL your top quality art supplies,
at the lowest possible prices,
come to PIERCE'S, 196 MAIN STREET across from CITY HALL.

YOU ARE TUNED TO 600, the VOICE OF SMITH COLLEGE, WCSR, NORTHAMPT

Nancy Rock 12/14/53
ANNOUNCER'S SIGNATURE

Agathe Keliher 12/15/53
Announcer's Signature

Barney Marie 4/20/54

TIME: 7:29
DATE: 2/9/54
SPONSOR: PIERCE'S PAINT & ART STORE
SOLICITOR: DMC

WANT AN "A" IN THAT PAINTING COURSE YOU'RE TAKING THIS SPRING? WE HOPE YOU DO...WELL, PIERE'S PAINT AND ART STORE CAN'T GUARANTEE THAT--BUT THEY CAN HELP YOU OUT BY STARTING YOU OFF WITH THE VERY BEST IN SUPPLIEB. PIERCE'S IS SURE TO HAVE JUST WHAT YOU ARE LOOKING FOR, BECAUSE PIERCE'S HAS THE LARGEST AND MOST COMPLETE STOCK OF ARTISTS' SUPPLIES IN WESTERN MASSACHUSETTS. PIERCE'S IS THE ONLY PLACE IN HAMP WHERE YOU CAN GET WINDSOR AND NEWTON OILS, WATERS COLORS, AND VARNISHES, AND SHIVA CASEINS TOO. THEY'RE THE BEST IN THE BUSSINESS. BUT LISTEN TO THIS: WHETHER YOU'RE ENROLLED IN COURSES OR JUST HAVE A WHIM TO PUT YOUR EMOTINS ON CANVAS, YOU CAN GET A 10% DISCOUNT ON EVERYTHING YOU BUY AT PIERCE'S PAINT AND ART STORE. SO, COME ON IN AND LET PIERCE'S SHOW YOU WHAT FUN [redacted] PAINTING CAN BE WHEN YOU HAVE THE RIGHT EQUIPMENT. THEY'RE JUST ACROSS FROM CITY HALL AT 196 MAIN STREET.

YOU ARE TUNED TO 600... THE VOICE OF SMITH COLLEGE... WCSR... IN NORTHAMPTON.... [redacted]
THE CORRECT TIME IS NOW...7:30....., [redacted]
COURTESY OF WINTHROP FOSTER'S PHOTOGRAPHIC STORE, THEY HAVE THE FILM ... THEY LOAD YOUR CAMERA.

Nancy Kordesh
ANNOUNCER'S SIGNATURE

TIME: ~~10:24~~ ~~11:29~~ ~~3:59~~ ~~8:59~~ 7:29
DATE: ~~Wednesday~~ TUES.
SPONSOR: PIERCE'S PAINT AND ART STORE
SOLICITOR: DMC

WHY DON'T YOU FRAME THAT MASTERPIECE OF YOURS? IT HARDLY COSTS A THING WHEN YOU HAVE IT DONE AT PIERCE'S PAINT AND ART STORE! PIERCE'S SPECIALIZES IN MAKING FINE FRAMES FOR YOUR PICTURES. THEY'LL MAKE A FRAME FOR YOU OF ANY SIZE, SHAPE, AND COLOR YOU WANT IT---AND THEY ALWAYS DO A GOOD PIECE OF WORK TOO. IF YOU'VE GOT SOME JAPANESE PRINTS THAT YOU'D LIKE TO DO JUSTICE TO, HAVE PIERCE'S FRAME THEM FOR YOU IN EXOTIC-LOOKING BAMBOO WOOD. IF YOU'LL LIKE TO MAKE YOUR OWN FRAMES, HOWEVER, YOU CAN BUY SPECIAL KITS AT PIERCE'S PAINT AND ART STORE THAT HAVE ALL THE NECESSIARY MATERIAL AND COMPLETE INSTRUCTIONS FOR MAKING A LOVELY FRAME. REMEMBER TOO THAT ONLY AT PIERCE'S PAINT AND ART STORE CAN YOU GET A TEN (10%) PERCENT DISCOUNT ON EVERYTHING YOU BUY---YEAR 'ROUND. PIERCE'S IS LOCATED AT196 MAIN STREET, ACROSS FROM CITY HALL. THEY'RE THE LARGEST PAINT AND ART SUPPLY STORE IN WESTERN MASSACHUSETTS.

YOU ARE TUNED TO 600, THE VOICE OF SMITH COLLEGE, WCSR, in Northampton.

THE CORRECT TIME IS NOW 13:00, ~~COURTESY OF WINTHROP FOSTER'S CAMERA STORE, "THEY HAVE THE FILM, THEY LOAD YOUR CAMERA."~~

ANNOUNCER'S SIGNATURE:

Sally Davis 2/17

2/23/54 ~~[illegible]~~

~~3/3/54~~ Barbara Toffelmier 2/24/54

3/2/54 ~~3/10/54~~ Helkner

4/27/54 Bunny Mann

5/4/54 Bunny Mann

3/9-

TIME: 5:59
DATE: Tuesdays
SPONSOR: PIERCE'S PAINT AND ART STORE
SOLICITOR: DMC

GOING HOME FOR VACATION? THEN MAKE GOOD USE OF YOUR SPARE TIME. COME TO PIERCE'S PAINT AND ART STORE. INSPECT THEIR WIDE ASSORTMENT OF TOLE CRAFT METAL ART PROJECTS. ATTRACTIVE DULL FINISH, BLACK , METAL DESK BASKETS, TRAYS, AND WASTE PAPER BASKETS AWAIT YOUR ARTISTIC HAND. BUT ACTUALLY, YOU DON'T NEED TO BE AN ARTIST TO PAINT A GOOD LOOKING DESIGN ON A TOLE CRAFT PRODUCT. EACH BASKET OR TRAY IS PRINTED WITH A NUMBERED PATTERN. ALL YOU DO IS MATCH THE NUMBERS WITH THE PAINTS. IT'S EASY....AND LOTS OF,FUN TOO!
THESE DESK BASKETS AND TRAYS MAKE ATTRACTIVE ADDITIONS TO YOUR ROOM . THEY MAKE APPRECIATED GIFTS TOO...BECAUSE YOU PAINTED THEM YOURSELF.
SO DROP IN TOMORROW AT PIERCE'S PAINT AND ART STORE , ACROSS FROM CITY HALL, ON MAIN STREET....WHERE A SMITH GIRL GETS A DISCOUNT!

YOU ARE TUNED TO 600,THE VOICE OF SMITH COLLEGE, WCSR, IN NORTHAMPTON.

THE CORRECT TIME IS NOW...6:00.....

ANNOUNCER'S SIGNATURES.

3/16/54 1.
3/23/54 2.

TIME: 7:15 ?
DATE: Tuesday
SPONSOR: FIRENZE'S PAINT AND ART STORE
SOLICITOR: DMC

COMING HOME FOR VACATION? THEN MAKE GOOD USE OF YOUR SPARE TIME. COME TO FIRENZE'S PAINT AND ART STORE. INSPECT THEIR WIDE ASSORTMENT OF TOLE ART METAL ART PRODUCTS. ATTRACTIVE DULL FINISH, BLACK , METAL DESK BASKETS, TRAYS, AND WASTE PAPER BASKETS AWAIT YOUR ARTISTIC HAND. BUT ACTUALLY, YOU DON'T NEED TO BE AN ARTIST TO PAINT A GOOD LOOKING DESIGN ON A TOLE ART PRODUCT. EACH BASKET OR TRAY IS PRINTED WITH A NUMBERED PATTERN. ALL YOU DO IS MATCH THE NUMBERS WITH THE PAINTS.

IT'S EASY....AND LOTS OF FUN TOO!

THESE DESK BASKETS AND TRAYS MAKE ATTRACTIVE ADDITIONS TO YOUR ROOM . THEY MAKE APPRECIATED GIFTS TOO...BECAUSE YOU PAINTED THEM YOURSELF.

GO DROP IN TOMORROW AT FIRENZE'S PAINT AND ART STORE, ACROSS FROM CITY HALL, ON MAIN STREET....WHERE A BRIGHT GIRL GETS A DISCOUNT!

YOU ARE TUNED TO 600, THE VOICE OF SMITH COLLEGE, WGAM, IN NORTHAMPTON.

THE COMMERCIAL TIME IS NOW.....

ANNOUNCER'S SIGNATURE.

1/4/72 1.

Page 2.

TIME: Monday - 2:59
DATE: 3/8/54 & 3/15/54
SPONSOR: PIERCE'S PAINT AND ART STORE
SOLICTOR: DMC

THEY'RE HERE AT LAST!! PIERCE'S PAINT AND ART STORE HAS JUST RECEIVED A SHIPMENT OF WINSOR & NEWTON STUDENT-GRADE OIL PAINTS. OF COURSE, YOU KNOW THAT WINSOR & NEWTON ARTIST'S SUPPLIES ARE KNOWN THE WORLD OVER AS THE BEST! NOW, FOR THE FIRST TIME , YOU CAN BUY THEIR STUDENT-GRADE OIL PAINTS. THESE NEW PAINTS ARE UP TO THE SAME HIGH QUALITY OF STANDARD WINSOR & NEWTON PRODUCTS ,BUT THEY COST MUCH LESS! YOU CAN GET THEM IN LARGE AND SMALL TUBES TOO. AND REMEMBER THAT PIERCE'S PAINT AND ART STORE , THE LARGEST ART SUPPLY STORE IN WESTERN MASSACHUSETTS, IS THE ONLY NORTHAMPTON DISTRIBUTOR FOR WINSOR & NEWTON PRODUCTS. SO, DROP IN TOMORROW AT PIERCE'S PAINT AND ART STORE, ACROSS FROM CITY HALL, AND BUY THE BEST ....BUY WINSOR AND NEWTON!!

YOU ARE TUNED TO 600,THE VOICE OF SMITH COLLEGE,WCSR,IN NORTHAMPTON.

THE CORRECT TIME IS NOW...3 P.M.....

ANNOUNCER'S SIGNATURES:

1. Toffy - 4/12/54 -
2.

TIME:
DATE:
SPONSOR: PIERCE'S PAINT AND ART STORE
SCRIPTOR: ENG

THEY'RE HERE AT LAST!! PIERCE'S PAINT AND ART STORE HAS JUST RECEIVED A SHIPMENT OF WINSOR & NEWTON STUDENT-GRADE OIL PAINTS. OF COURSE, YOU KNOW THAT WINSOR & NEWTON ARTIST'S SUPPLIES ARE KNOWN THE WORLD OVER AS THE BEST! NOW, FOR THE FIRST TIME, YOU CAN BUY THEIR STUDENT-GRADE OIL PAINTS. THESE NEW PAINTS ARE UP TO THE SAME HIGH QUALITY OF STANDARD WINSOR & NEWTON PRODUCTS, BUT THEY COST MUCH LESS! YOU CAN GET THEM IN LARGE AND SMALL TUBES TOO. AND REMEMBER THAT PIERCE'S PAINT AND ART STORE, THE LARGEST ART SUPPLY STORE IN WESTERN MASSACHUSETTS, IS THE ONLY NORTHAMPTON DISTRIBUTOR FOR WINSOR & NEWTON PRODUCTS. SO, DROP IN ~~NOW~~ TOMORROW AT PIERCE'S PAINT AND ART STORE, ACROSS FROM CITY HALL, AND BUY THE BEST ....BUY WINSOR AND NEWTON!!

YOU ARE TUNED TO 600, THE VOICE OF SMITH COLLEGE, WSPH, IN NORTHAMPTON.

THE CORRECT TIME IS NOW.....

ANNOUNCER'S SIGNATURES:

1.

2.

DATE: Tuesday
TIME: 3:29
sponsor; PLEASANT TIME SHOP
SOLICITOR: LM

Running a second week.

GOT SPRING FEVER? WANT TO REMEMBER THESE WONDERFUL DAYS? WHY NOT GET OUT YOUR CAMERA. NOW'S THE TIME TO TAKE COLOR SNAPSHOTS. PARADISE POND IS JUST ONE EXAMPLE OF THE OUTSTANDING COLOR SUBJECTS WITHIN A FEW STEPS OF YOUR HOUSE. IT'S LOTS OF FUN TO TAKE COLOR PICTURES IF YOU HAVE FINE EQUIPMENT. TO BE SURE OF YOUR RESULTS, BE SURE OF YOUR EQUIPMENT. BUY IT AT THE PLEASANT TIME SHOP. THEY CARRY A COMPLETE LINE OF KODAK AND ANSCO COLOR PHOTOGRAPHY SUPPLIES. AROUND THIS TIME OF YEAR THE SENIORS ESPECIALLY WILL WANT TO TAKE SNAPSHOTS OF THE CAMPUS AND EVERY UNDERCLASSMAN WILL WANT A PICTURE OF HER DEPARTING SENIOR FRIENDS. PLEASANT TIME HAS JUST THE EQUIPMENT YOU'LL NEED FOR VIVID CLEAR CLOSE-UPS. AND DON'T FORGET THEIR RELIABLE PROMPT DEVELOPING SERVICE. TAKE YOUR FILMS IN AND THEY WILL BE READY IN ONLY 24 HOURS. FOR SPEEDY, DEPENDABLE SERVICE, VISIT THE PLEASANT TIME SHOP AT 243 MAIN STREET.

YOU ARE TUNED TO 600 WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMTPON. THE CORRECT TIME IS 3:30.

ANNOUNCER'S SIGN.

Jablonka

~~Bunny Harris 4/27/54 (10:29)~~

Bunny Harris 4/27/54 (10:29)

DATE: Saturday
TIME: 3:30
SPONSOR: PLEASANT TIME SHOP
SOLICITOR: LM

GOT SPRING FEVER? WANT TO REMEMBER THESE WONDERFUL DAISY" GET OUT YOUR CAMERA. NOW'S THE TIME TO TAKE COLOR SNAPSHOTS. PARADISE POND IS JUST ONE EXAMPLE OF THE OUTSTANDING COLOR SUBJECTS WITHIN A FEW STEPS OF YOUR HOUSE. IT'S LOTS OF FUN TO TAKE COLOR PICTURES IF YOU HAVE FINE EQUIPMENT. TO BE SURE OF YOUR ~~[illegible]~~ RESULTS, BE SURE OF YOUR EQUIPMENT. BUT IT AS THE PLEASANT TIME SHOP. THEY CARRY A COMPLETE LINE OF KODAK AND AGFAO COLOR PHOTOGRAPHIC SPECIALTIES. ASKING THEM TIMES OF YEAR THE SEASONS ESPECIALLY WILL WANT TO TAKE SNAPSHOTS OF THE CAMPUS AND EVERY UNDERGRADUATE WILL WANT A PICTURE OF HER DECAYING SENIOR FRIENDS. PLEASANT TIME HAS JUST THE EQUIPMENT YOU'LL NEED FOR VIVID CLEAR CLOSE-UPS. AND DON'T FORGET THEIR RELIABLE PROMPT DEVELOPING SERVICE. TAKE YOUR FILMS IN AND THEY WILL BE READY IN ONLY 24 HOURS. FOR SAFETY, DEPENDABLE SERVICE, VISIT THE PLEASANT TIME SHOP AT 615 MAIN STREET.

YOU ARE BOUND TO GO WOW. THE VOICE OF WHITE COLLEGE, MARYLANDTOWN. THE COMMERCIAL TIME IS 3:30.

ANNOUNCER'S AIDE.

DATE: Monday
TIME: 3:29
SPONSOR: THE PLEASANT TIME JEWELRY STORE
SOLICITOR: LM

TIME IS FLYING BY! IS YOUR WATCH KEEPING UP THE PACE?

IF YOU'RE NOT SURE ITS RIGHT WHY NOT TAKE YOUR WATCH

DOWN TO THE PLEASANT TIME JEWELRY STORE FOR A CAREFUL

CLEANING? YOU WILL BE WELL SATISFIED WITH THE RESULTS and REASONABLE PRICES

AND YOU'LL HAVE YOUR WATCH BACK IN THE SHORTEST POSSIBLE TIME.

~~BE SURE THE PRICE WILL BE REASONABLE~~. WHILE DOWN AT PLEASANT

TIME LOOK OVER THEIR EXCITING NEW WATCHBANDS, STYLED

JUST RIGHT TO ADD SPARKLING NEW FASHION TO YOUR WATCH.

DRESS UP YOUR WATCH WITH ONE OF THE MANY WONDERFUL

WATCHBANDS YOU'LL FIND AT PLEASANT TIME. WHILE DOWN

THERE DON'T FORGET TO PICK UP A FEW EXTRA ROLLS OF FILM

FOR YOUR SPRING PICTURE-TAKING. THIS IS PERFECT WEATHER

TO SNAP SOME SHOTS OF THE CAMPUS AND THERE ISN'T MUCH

TIME LEFT TO CATCH YOUR SENIOR FRIENDS ON CELLULOID.

THIS WEEK, WHY NOT STOP IN AT PLEASANT TIME, NOW LOCATED

AT 243 MAIN STREET, WHERE SHOPPING PLEASURE AWAITS YOU.

YOU ARE NOW TUNED TO WCSR, THE VOICE OF SMITH COLLEGE,

NORTHAMPTON, 600 ON YOUR DIAL. THE CORRECT TIME IS 3:30

ANNOUNCER'S SIGNATURE:

DATE: May 10, 1954

MacRowitz

DATE:
TIME:
SPONSOR: THE PLEASANT TIME JEWELRY STORE
SOLICITOR: IM

TIME IS FLYING BY! IS YOUR WATCH KEEPING OF THE PAST?

IF YOU'RE NOT SURE ITS RIGHT WE NOT TAKE YOUR WATCH

DOWN TO THE PLEASANT TIME JEWELRY STORE FOR A DEEPER

CLEANING? YOU WILL BE WELL SATISFIED WITH THE RESULTS

AND HAVE YOUR WATCH BACK IN THE SHORTEST POSSIBLE TIME.

[redacted]. WHILE DOWN AT PLEASANT

TIME LOOK OVER THEIR EXCITING NEW WATCHBANDS, STILL

JUST RIGHT TO ADD SPARKLING NEW FASHION TO YOUR WATCH.

BRING UP YOUR WATCH WITH ONE OF THE MANY WONDERFUL

WATCHBANDS YOU'LL FIND AT PLEASANT TIME. WHILE DOWN

THERE DON'T FORGET TO PICK UP A FEW EXTRA ROLLS OF FILM

FOR YOUR SPRING PICTURE-TAKING. THIS IS PERFECT WEATHER

TO MAKE SOME SHOTS OF THE DAWG-DS AND THERE ISN'T MUCH

TIME LEFT TO DATCH YOUR SENIOR PRINGS ON CELLULOID.

THIS WEEK, WHY NOT STOP IN AT PLEASANT TIME, NOW LOCATED

AT 245 MAIN STREET, WHERE SHOPPING PLEASURE AWAITS YOU.

YOU ARE NOW TUNED TO WOOR, THE VOICE OF SMITH COLLEGE,

NORTHAMPTON, 000 ON YOUR DIAL. THE CORRECT TIME IS 3 0

ANNOUNCER'S SIGNATURE:

DATE:

TIME: 3:29
DATE: TUES.
SPONSOR: PLEASANT TIME
SOLICITOR: NE

A PICTURE IS WORTH A THOUSAND WORDS, SO THEY SAY---BUT PHOTOGRAPHS ARE WORTH MUCH MORE---ESPECIALLY IF YOU ARE THE PHOTOGRAPHER. THE PLEASANT TIME SHOP ON MAIN STREET IS THE PERFECT HEASQUARTERS FOR BUDDING CAMERA FANS. THE SHOP HAS JUST OPENED A BRAND NEW DEPARTMENT OF PHOTOGRAPHIC EQUIPMENT./ FOR THE EXPERIENCED CAMERA FAN OR THE BEGINNER--THE PLEASANT TIME SHOP OFFERS A COMPLETE LINE OF CAMERAS, ATTACHMENTS AND FILM. JUST NAME IT, THEY'VE GOT IT ....AND THE PRICE RANGE IS REASONABLE. REMEMBER TOO...THAT THE PLEASANT TIME SHOP HAS 24 HOUR SERVICE ON FILM DEVELOPING./ THE PROM SEASON IS A WONDERFUL TIME TO TAKE PICTURES-- AND THE PLEASANT TIME SHOP ON MAIN STREET IS THE PLACE TO GET YOUR SUPPLIES.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW: 3:30 P.M.

ANNOUNCER'S SIGN.

3/9/54

TIME: 3:29

DATE: Monday

SPONSOR: THE PLEASANT TIME JEWELRY STORE

SOLICITOR: LINDA MOYER

SPRING IS HERE AND CAMERA FIENDS ARE ALREADY BUSY PREPARING FOR SPRING PICTURE - TAKING. THE FIRST PLACE TO GO TO REPLACE OLD OR LOST CAMERA PARTS IS THE PLEASANT TIME JEWELRY STORE - ~~WHICH~~ IT CARRIES A COMPLETE LINE OF ANSCO AND KODAK CAMERA SUPPLIES. THERE YOU WILL FIND EVERYTHING NEEDED FOR GOOD RESULTS - FROM LIGHT METERS TO CAMERAS AND FILM. THE PLEASANT TIME JEWELRY STORE ALSO SPECIALIZES IN PROMPT, DEPENDABLE DEVELOPING SERVICE. TAKE YOUR FILMS TO THE PLEASANT TIME JEWELRY STORE - ~~WHERE~~ THEY WILL BE DEVELOPED AND READY IN 24 HOURS. WHILE THERE LOOK OVER THE COMPLETE LINE OF ANSCO AND KODAK PHOTOGRAPHY SUPPLIES. FOR THE MOST PLEASANT RESULTS GO TO THE PLEASANT TIME JEWELRY STORE , NOW LOCATED AT 243 MAIN STREET.

YOU ARE TUNED TO 600, WCSR, VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW 3:30.

SIGNATURE OF ANNOUNCER: Holly Sarbone

DATE: March 15, 1954

TIME: 3:29

DATE: Thursday

SPONSOR: THE PLEASANT TIME JEWELRY STORE

SOLICITOR: LINDA MOYER

SMILE! IT'S PICTURE TAKING TIME, AND THE PLEASANT TIME JEWELRY STORE HAS ALL THE EQUIPMENT YOU'LL NEED FOR THE BEST RESULTS. YOU'LL FIND A COMPLETE LINE OF ANSCO AND KODAK PHOTOGRAPHY SUPPLIES AT THE PLEASANT TIME JEWELRY STORE, WHICH ALSO HAS A FINE DEVELOPING SERVICE. TAKE YOUR FILMS TO THE PLEASANT TIME JEWELRY STORE WHERE THEY WILL BE DEVELOPED AND READY IN ONLY 24 HOURS. WHILE THERE LOOK OVER THE COMPLETE SELECTION of pierced earrings. YOU'LL FIND JUST THE PAIR TO ADD THAT FINISHING TOUCH TO YOUR NEW SPRING OUTFIT. COME TO THE PLEASANT TIME JEWELRY STORE, NOW LOCATED AT 243 MAIN STREET WHERE YOU ARE SURE TO FIND SHOPPING PLEASURE.

YOU ARE TUNED TO 600 WCSR, VOICE OF SMITH COLLEGE, NORTHAMPTON
THE CORRECT TIME IS NOW ---

ANNOUNCER'S SIGNATURE: Wilson

DATE: April 8, 1954

TIME: 8:27

DATE: Wednesday

SPONSOR: THE PLEASANT TIME JEWELRY STORE

SOLICITOR: LINDA MOYER

SMILE! IT'S PICTURE TAKING TIME, AND THE PLEASANT TIME JEWELRY STORE HAS ALL THE EQUIPMENT YOU'LL NEED FOR THE BEST RESULTS. YOU'LL FIND A COMPLETE LINE OF AGFOO AND KODAK PHOTOGRAPHY SUPPLIES AT THE PLEASANT TIME JEWELRY STORE, WHICH ALSO HAS A FINE DEVELOPING SERVICE. TAKE YOUR FILMS TO THE PLEASANT TIME JEWELRY STORE WHERE THEY WILL BE DEVELOPPED AND READY IN ONLY 24 HOURS. WHILE THERE - LOOK OVER THE COMPLETE SELECTION of placed settings. YOU'LL FIND JUST THE PAIR TO ADD THAT FINISHING TOUCH TO YOUR NEW SPRING OUTFIT. COME TO THE PLEASANT TIME JEWELRY STORE, NOW LOCATED AT 243 MAIN STREET WHERE YOU ARE SURE TO FIND SHOPPING PLEASURE.

YOU ARE TUNED TO 600 WOSR, VOICE OF SMITH COLLEGE, NORTHAMPTON

THE CORRECT TIME IS NOW ---

ANNOUNCER'S SIGNATURE:

DATE: April 5, 1954

Wilson

TIME: 3:29
DATE: Monday
SPONSOR: THE PLEASANT TIME JEWELRY STORE
SOLICITOR: L. MOYER

DO YOU KNOW WHAT TIME IS? THIS QUESTION --ALTHOUGH HEARD AT LEAST A DOZEN TIMES EACH DAY --IS VERY IMPORTANT. IF YOUR ANSWER IS NO BECAUSE YOUR WATCH HAS STOPPED, OR JUST ISN'T RIGHT--THE PLACE TO TAKE IT FOR PROMPT DEPENDABLE SERVICE IS THE PLEASANT TIME JEWELRY STORE. YOUR WATCH WILL BE CLEANED AND REPAIRED AT THE PLEASANT TIME JEWELRY STORE WITH CARE --AND THE PRICE WILL BE REASONABLE. IF YOU NEED A NEW WATCH BAND YOU'LL BE DELIGHTED WITH THE LARGE ASSORTMENT AT THE PLEASANT TIME JEWELRY STORE. THERE ARE BANDS OF DIFFERENT SHADES OF LEATHER RANGING FROM LIGHT TO DARK, AND ALSO MANY STYLES WITH EXPANDABLE BRACELETS. WHEN YOU TAKE YOUR WATCH TO THE PLEASANT TIME JEWELRY STORE TO BE REPAIRED, WHY NOT TAKE A LOOK AT THEIR NEWLY-OPENED PHOTOGRAPHY DEPARTMENT, WHERE YOUR PICTURES CAN BE DEVELOPED AND READY IN ONLY 24 HOURS. REMEMBER, TO KEEP UP WITH THE TIME GO TO THE PLEASANT TIME JEWELRY STORE, NOW LOCATED AT 243 MAIN STREET.

ANNOUNCER'S SIGNATURE -Toffy-
DATE: 4/12/54

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS 3:30 P.M.

DATE: Thursday
TIME: 3:29
SPONSOR: THE PLEASANT TIME JEWELRY STORE
SOLICITOR: LM

SPRING HAS COME AND IT'S PROM TIME. TO ADD THAT SPECIAL SOMETHING TO YOUR LAST YEAR'S DRESS OR TO SET OFF YOUR BEAUTIFUL NEW FORMAL YOU'LL WANT RHINESTONES. THE PLEASANT TIME JEWELRY STORE HAS A SPARKLING ASSORTMENT OF VAN DELL RHINESTONES.---JUST THE KIND YOU'LL WANT TO CATCH THAT MAN'S EYE---THERE ARE MANY STYLES OF NECKLACES WITH LOVELY EARRINGS TO MATCH. STOP IN AT THE PLEASANT TIME STORE AND YOU'LL FIND A BRILLIANT, LOW-PRICED RHINESTONE SET JUST RIGHT FOR YOUR FORMAL. WHILE THERE, PICK UP A FEW ROLES OF FILM AT THE NEWLY- OPENED PHOTOGRAPHY DEPARMENT SO YOU'LL HAVE PLENTY ON HAND TO CAPTURE THAT SPECIAL WEEKEND. AND THE PROMPT PLEASANT TIME DEVELOPING SERVICE CAN HAVE YOUR FILMS DEVELOPED AND READY IN ONLY 24 HOURS. REMEMBER, FOR A PERFECT PROM ENSEMBLE, WEAR VAN DELL RHINESTONES FROM THE PLEASANT TIME JEWELRY STORE, 243 MAIN STREET.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTONL. THE CORRECT TIME IS NOW 3:30

ANNOUNCER'S SIGNATURE:
DATE: 4-22-54 Wilen

TIME: 10:29
DATE: Nov. 16, 1953 - Monday
SPONSOR: THE QUILL
SOLICITOR: DMC

YOU'LL fall in love at first sight
with the SENSATIONAL new HERMES 2000 portable typewriter.
When you see it at THE QUILL ,you'll discover for yourself
that it has MORE office machine features,
than ANY OTHER PORTABLE.
YOU'LL appreciate all of the unusual time-saving devices.
The HERMES 2000 has :
finger-tip automatic margins,
a tabulator key with a progressive brake,
automatic ribbon reverse,
a gauge to tell you how far you are from the end of the page,
and a WONDEFUL new spacing method that makes source theme
footnotes a cinch!
Whether you want this sensational HERMES 2000,or any of
the other popular typewriters,come to THE QUILL on GREEN STREET,
where you will always get a liberal trade-in allowance
on your old typewriter,and can always be assured of expert repairs.
DROP IN at THE QUILL and see the sensational new HERMES 2000 soon.

YOU ARE TUNED TO 600,the VOICE OF SMITH COLLEGE,WCSR,NORTHAMPTON.

THE CORRECT TIME is now

Cecile Kelleher
ANNOUNCER'S SIGNATURE
Anne Beckwith

Please Sign again
Thompson

TIME:
DATE:
SPONSOR: THE QUILL
SOLICITOR: IMC

YOU'LL fall in love at first sight
with the SENSATIONAL new HERMES 2000 portable typewriter.
When you see it at THE QUILL, you'll discover for yourself
that it has MORE office machine features,
than ANY OTHER PORTABLE.
YOU'LL appreciate all of the unusual time-saving devices.
The HERMES 2000 has :
finger-tip automatic margins,
a tabulator key with a progressive brake,
automatic ribbon reverse,
a gauge to tell you how far you are from the end of the page,
and a WONDERFUL new spacing method that makes even source these
footnotes a cinch!
Whether you want this sensational HERMES 2000, or any of
the other popular typewriters, come to THE QUILL on OXFORD STREET,
where you will always get a liberal trade-in allowance
on your old typewriter, and can always be assured of expert repairs.
DROP IN at THE QUILL and see the sensational new HERMES 2000 soon.

YOU SHOULD also know the rules of the SAINT JOHN'S, NEWFOUNDLAND TOW.

SAINT JOHN'S STATE is now

AMPERSAND'S EXCAVATION

TIME: 5:59 - Friday
DATE: Nov. 1953 Thursday
SPONSOR: The Quill
SOLICITOR: DMC

THE QUILL on GREEN STREET has all popular models of typewriters, but YOU'LL be particularly pleased with the NEW Smith-Corona Silent portable. You'll agree with the EXPERTS that it's the BEST designed portable on the market. HERE'S a portable for YOU that offers ALL the major features of a standard office typewriter.. the same keyboard..the same quality of printing -- the same touch and speed. When YOU write on one of these SMITH-CORONA's at THE QUILL, you'll be amazed at it's quick, smooth action. You'll realize that the SMITH-CORONA SILENT PORTABLE is a personal writing machine which FULFILLS ALL your expectations -- the FINEST typewriter of its kind in the WORLD! ~~See it at the QUILL on GreenStreet.~~ And remember too, that at THE QUILL you'll always be given a LIBERAL trade-in allowance for your OLD typewriter. COME to the QUILL, see the new SMITH-CORONA SILENT PORTABLE - tomorrow.

WCSR, 600 on your dial now concludes broadcasting until this evening at 7:00
~~YOU ARE TUNED TO 600, the VOICE OF SMITH COLLEGE, NORTHAMPTON.~~

THE CORRECT TIME is..6:00...., COURTESY of LIQUID SHAMPOO by ANDRE, ~~available at better stores.~~

N. Wroblesky Grace Conway
Margie Hoffenbergen

ANNOUNCER'S SIGNATURE

TIME: 10:29
DATE: Nov. 23, 1953 Monday & Tuesday.
SPONSOR: THE QUILL
SOLICITOR: DMC

YOU'LL say "GOOD-BYE" to heavy portables when you see
the SENSATIONAL new light-weight HERMES ROCKET typewriter.
Featured at the QUILL on GREEN STREET, the amazing
HERMES ROCKET is less than half the weight of most portable typewriters.
This STRONGEST and LIGHTEST portable of them all,
offers a complete, FULL-SIZE keyboard,
automatic ribbon-reverse,
margin stops, margin release,
back space and folding paper support too.
The HERMES ROCKET also has a gray crackle finish, and a retractable
handle. BUT THAT'S NOT ALL!
The dependable HERMES has finger-shaped keys to assure a firm touch.
The HERMES ROCKET light-weight portable is available in
pica and elite type at the QUILL. So drop in at the QUILL the
next time you're on GREEN STREET and see this wonderful new
portable as well as all the other popular makes. THE QUILL has them ALL!

YOU ARE TUNED TO 600, the VOICE of SMITH COLLEGE, WCSR, NORTHAMPTON.

THE CORRECT TIME IS NOW 10:30.....

Kelly Sarbone Mon.
ANNOUNCER'S SIGNATURE

Nancy Rick
Announcer's Signature Tue.

Tottly - Mon. Nov. 30.

TIME:
DATE:
SPONSOR: THE QUILL
SOLICITOR: RW

TODAY, and only today, YOU can take advantage
of the HALF-PRICE sale of
PAINT SETS at the QUILL.
Yes, for those of you listening NOW,
Mr. Di Florio at the QUILL is practically GIVING away
beautiful Grumbacher paint sets, which at regular prices
range from $7.50 to $24.50.
Oil paints, brushes and turpentine are included in these
Handsome cases of MOHAGONY, CEDAR,
and many other kinds of finished wood.
Of course, this offer is good only as long as the sets last
so, HURRY down to the QUILL
to see these AMAZING bargains for yourself.
REMEMBER, paint sets for half price at the QUILL TODAY.
CASH only and all sales are FINAL, for those of you
who were lucky enough to be able to participate on
this offer by simply HEARING this advertisement.

YOU ARE TUNED TO 600, THE VOICE OF SMITH COLLEGE, WCSR, NORTHAMPTON
THE CORRECT TIME IS NOW_____

_____

ANNOUNCERS SIGNATURE

TIME:
DATE:
SPONSOR:
SOLICITOR:

Would YOU like a MODERN Christmas???

A Christmas as MODERN as the pace-setting age we live in???

Then you'll love contemporary and DISTINCTIVE gifts from

THE STUDIO GIFT SHOP on GREEN STREET.

Whether you choose spiralling earrings or a mottled ceramic ash tray---YOU'LL be giving UNUSUAL gifts with the FASCINATING modernistic touch that are PERFECT for the YULETIDE SEASON.

Modern gifts made of wrought iron, tile ceramics, or pigmented glass are WELCOME anywhere, because they add JUST THE RIGHT DEGREE of SMARTNESS to their surroundings.

SANTA CLAUS would certainly suggest an interesting MOBILE FROM THE STUDIO GIFT SHOP. These UNIQUE MOBILES will add a touch of glamour no matter WHERE they're placed...

The STUDIO GIFT SHOP is next to the Quill on GREEN STREET, And is open EVERY THURSDAY NIGHT to serve YOU. So, DROP IN AND browse around for gifts that are MODERNISTIC, CONTEMPORARY, AND DISTINCTIVE.

WCSR, 600 on your dial, is now concluding broadcasting until this evening at 7;00.

The correct time is now 6:00.

TIME:
DATE:
SCHOOL:
SCHOLOTION:

Would you like a MODERN Cinderella???

A Cinderella as MODERN as the pace-setting age we live in!!!

Then you'll love contemporary and DISTINCTIVE gifts from

THE STUDIO GIFT SHOP on Grand Street.

Whether you choose modelling earrings or a matched ensemble

with brooch---YOU'LL be saying DRESSED gifts with the FASCINATING

modernistic touch that are PERFECT for the HOLIDAY SEASON.

Modern gifts made of wrought iron, silk scarves, or bracelets

drawn on LUCKY coupons, because they will STAY THE NIGHT BRINGS

of MAGNIFICENT to their surroundings.

Santa Claus would certainly approve as impressive POSTIE

THAT THE STUDIO GIFT SHOP. These FUTURE HERITAGE will add a touch

of glamour no matter WHERE they're placed...

The STUDIO GIFT SHOP is next to the mail on Grand STREET, and is

open EVERY THURSDAY NIGHT to serve YOU. So, DROP IN AND

browse around for gifts that are MODERNISTIC, DISTINCTIVE, AND

MAGNIFICENT.

NOW, GO on your dial, in your controlling procedures

SELECT THE STATION OF TIME.

The nearest time is now listed.

TIME: 2:59
DATE: Nov 13, 1953 Friday Thursday
SPONSOR: The Studio Gift Shop
SOLICITOR: DMC

~~Do you~~ like MODERN MUSIC? ~~Do you~~ Like STYLISH CLOTHES?
Then YOU'LL love contemporary and DISTINCTIVE gifts from
THE STUDIO GIFT SHOP on GREEN STREET . Unusual gifts with
that FASCINATING modernistic touch are really FABULOUS!
Whether you choose spiralling earrings for your friend's BIRTHDAY,
or a mottled ceramic ash tray ,
you can't go wrong if you get it from THE STUDIO GIFT SHOP .
Modernistic gifts made of wrought iron,tile ceramics,or
pigmented glass are ALWAYS welcome any where because they add
JUST THE RIGHT DEGREE of SMARTNESS to their surroundings.
Take a look at the interesting MOBILES at the STUDIO GIFT SHOP too.
There's NOTHING better than an unusual MOBILE to take the
drabness out of your room in the dorm.
The STUDIO GIFT SHOP is next to the QUILL on GREEN STREET,
and is open EVERY THURSDAY NIGHT to serve YOU. So,DROP IN
and browse around for gifts that are
modernistic,contemporary,and distinctive. YOU'LL LOVE THE PLACE!

YOU ARE TUNED TO 600,the VOICE OF SMITH COLLEGE,WCSR,NORTHAMPTON.

THE CORRECT TIME IS NOW...3:00....., COURTESY OF LIQUID SHAMPOO by
ANDRE, AVAILABLE AT BETTER STORES.

Bruce Conroy
Marguerite Guggenheim
ANNOUNCER'S SIGNATURE
Toffy

Thursday

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE IN NORTHAMPTON. THE CORRECT TIME IS NOW-----. FOR $14.50 GO ROUND TRIP TO PRINCETON WITH SEVEN OTHERS. TAXI 55.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE IN NORTHAMPTON. THE CORRECT TIME IS NOW-----. TAXI 55 FOR INEXPENSIVE, COMFORTABLE TRAVEL. NEW YORK--8 PEOPLE-- ONLY $56 ROUND TRIP.

YOUU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE IN NORTHAMPTON. THE CORRECT TIME IS NOW----. GOT SEVEN FRIENDS? HIRE A CAB TO BOSTON FOR $8.75. TAXI 55.

* Attention Announcers Heads of Ofs & Note

Please read above alternately at every time signal. Check the one you've read & place it in front of next commercial so it can be seen.

Thank you

ATTENTION HEADS OF AFTERNOON AND EVENING:

THIS IS TO BE READ AT EVERY TIME-BREAK ON THURSDAY

ALL DAY THURSDAY

THE CORRECT TIME IS NOW _____ COURTESY OF

TAXI 55, CALL NOW AND TRAVEL IN COMFORT.

YOU ARE TUNED TO 600, WCSR THE VOICE OF SMITH COLLEGE IN NORTHAMPTON. THE CORRECT TIME IS NOW---------. TAXI 55 TAKES YOU TO NEW YORK FOR SEVEN DOLLARS WITH SEVEN OTHERS.

YOU ARE TUNED TO 600, WCSR THE VOICE OF SMITH COLLEGE IN NORTHAMPTON. THE CORRECT TIME IS NOW---------. ~~TAXII~~ TAXI 55 FOR INEXPENSIVE, COMFORTABLE TRAVEL. COLGATE * $15 round trip....WITH SEVEN OTHER PEOPLE.

ATTENTION:

Heads of aft & nite annc's

Please read above commercials alternately at every time signal. Check the one you read.

READ MONDAY, MAY 17

1) YOU ARE TUNED TO 600, THE VOICE OF SMITH COLLEGE, WCSR IN NORTHAMPTON. THE CORRECT TIME IS NOW--------. TIRED OF STUDYING?? TAKE A BREAK AT TOTO'S ON GREEN STREET? 10 A.M. 4: PM 10 P.M.

2) YOU ARE TUNED TO 600, THE VOICE OF SMITH COLLEGE, WCSR IN NORTHAMPTON. THE CORRECT TIME IS NOW------. SURPRISE THE GANG WITH REFRESHMENT FROM TOTO'S ON GREEN STREET..... 12 AM. 8 P.M. 10:30

3) YOU ARE TUNED TO 600, THE VOICE OF SMITH COLLEGE, WCSR IN NORTHAMPTON. THE CORRECT TIME IS NOW-----. FOR GOOD, TEMPTING ICE CREAM CONES GO TO TOTO'S ON GREEN STREET.... 11 A.M 8:15 P.M. (?)

4) YOU ARE TUNED TO 600, THE VOICE OF SMITH COLLEGE, WCSR IN NORTHAMPTON. THE CORRECT TIME IS NOW**---. TRY THE DELICIOUS SANDWICHES AND COLD DRINKS AT TOTO'S, SMITH'S POPULAR MEETING-PLACE. 9 A.M. 9 P.M.

☆ Attention

Please read the above alternately (and check the one you read + the time)

EVERY HOUR ON THE HOUR.

DATE: WEDNESDAY
TIME: TIME SIGNALS
SPONSOR: TODD&S
SOLICITOR:LM

ATTENTION ANNOUNCERS !

PLEASE READ THIS TIME SPOT 16 TIMES A DAY ON WEDNESDAY , WHENEVER POSSIBLE, AT LEAST ONCE EVERY HOUR.

SMART SPRING FASHIONS ARE YOURS AT REDUCED PRICES. WHERE? AT TODD'S ! THE CORRECT TIME IS _____.

DATE: May 12

ANNOUNCER'S SIGNATURE:
Clare Rosetto
Anne Markowitz
Janet Gagleson
Judy Anderson
Muriel Wilson
Clare Rosetto
Alice Schlegel

TIME: 8:29
DATE: TUESDAY
SPONSOR: TWIN CLEANERS
SOLICITOR: RN

MOST PEOPLE ACCEPT ADVERTISING AS A NECESSARY EVIL [redacted] THAT CAN'T
X
BE ESCAPED. BUT THEY BALK, AS ANY INTELLIGENT PERSON MUST, AT THE
EXAGERRATED [redacted] CLAIMS MADE BY MANY OF THE ADVERTISORS. TWIN CLEANERS REALIZES THIS FACT, AND MAKES NO IMPOSSIBLE PROMISES. BUT THEN, THEY DON'T HAVE TO. THE FINE CLEANING OF TWIN CLEANERS IS OF SUCH A HIGH QUALITY THAT XXXXXXX EXAGERRATED CLAIMS ARE UNNECESSARY. INSTEAD OF CLAIMING TO TRANSFORM YOUR OLD BERMUDA SHORTS INTO DIOR CREATIONS, TWIN ACTUALLY GIVES YOU QUALITY CLEANING AT REASONABLE PRICES. AND THE ADDITIONAL SERVICES, SUCH AS DAILY PICK-UP AND DELIVERY SERVICE, THAT TWIN HAS INITIATED FOR YOUR CONVENIENCE SPEAK LOUDER THAN WORDS FOR THE ADVANTAGES OF PATRONIZING TWIN CLEANERS. XXX THROUGHOUT THEIR 36 YEAR HISTORY, TWIN CLEANERS HAS PROVED THAT QUALITY CLEANING SPEAKS LOUDER THAN FALSE CLAIMS. JOIN THE RANKS OF SMITH GIRLS WHO HAVE HELPED THEM PROVE IT, AND ENSURE YOUR CLOTHES THE BEST CARE POSSIBLE.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON
THE CORRECT TIME IS NOW 8:30

ANNOUNCER'S SIGNITURE _____

TIME: 5:29
DATE: TUESDAY
SPONSOR: TWIN CLEANERS
SOLICITOR: RM

MOST PEOPLE ADMIT ADVERTISING AS A NECESSARY EVIL THAT CAN'T BE ESCAPED. BUT THEY SAY, AS ANY INTELLIGENT PERSON MUST, AT THE CLAIMS MADE BY MANY OF THE ADVERTISERS. TWIN CLEANERS REALIZES THIS FACT, AND MAKES NO IMPOSSIBLE PROMISES. BUT THEN, THEY DON'T HAVE TO. THE PRIDE CLEANING OF TWIN CLEANERS IS OF SUCH A HIGH QUALITY THAT EXAGGERATED CLAIMS ARE UNNECESSARY. INSTEAD OF CLAIMING TO TRANSFORM YOUR OLD SERVICE SUCKER INTO DION CREATIONS, TWIN ACTUALLY GIVES YOU QUALITY CLEANING AT REASONABLE PRICES. AND THE ADDITIONAL SERVICES, SUCH AS DAILY PICKUP AND DELIVERY SERVICE, THAT TWIN HAS INITIATED FOR YOUR CONVENIENCE SPEAK LOUDER THAN WORDS FOR THE ADVANTAGES OF PATRONIZING TWIN CLEANERS. FOR THROUGHOUT THEIR 96 YEAR HISTORY, TWIN CLEANERS HAS PROVED THAT QUALITY CLEANING SPEAKS LOUDER THAN FALSE CLAIMS. JOIN THE RANKS OF SMART GIRLS WHO HAVE HELPED TWIN PROVE IT, AND ENSURE YOUR CLOTHES THE BEST CARE POSSIBLE.

YOU ARE LISTENING TO KOA, DENVER, THE VOICE OF SPORTS DIALOGUE, NORTHAMPTON THE COMMERCE HOUR IS ON AT 5:30

ANNOUNCER'S STATION

TIME: 8:29 am
DATE: MONDAY
SPONSOR: TWIN CLEANERS
SOLICITOR: RN

THE PROBLEM OF THE DAY PER USUAL IS CLOTHES. WHAT IS A BUDGET-MINDED SMITHY TO DO WITH THE CLOTHES SHE WON'T NEED THIS SUMMER. IF SHE LEFT THEM AT SCHOOL, MOTHS AND STORAGE CONDITIONS COULD EASILY PROVE DISASTROUS TO THE FINE WOOLENS AND SHEER SILKS. SHIPPING COSTS ARE OUTRAGEOUS, AND THE MONEY PROBLEM OUTSTANDING AT THIS TIME OF YEAR. ANSWER: TWIN CLEANERS, OF COURSE. TWIN'S VAULTS ARE SPECIALLY CONSTRUCTED TO GUARANTEE YOUR CLOTHES' SAFETY FROM MOTHS, HARMFUL CLIMATIC CONDITIONS, AND CRUSHING. THE CONSTANT WATCH THAT IS KEPT OVER YOUR CLOTHES PREVENTS THE FREAKISH ACCIDENTS THAT MIGHT OCCUR IN MAKE-SHIFT STORAGE PLACES. AND TWIN'S DETAILED AND CAREFULLY KEPT FILING SYSTEM INSURES YOU AGAINST LOSS AND THEFT. ~~IT ALSO ENABLES YOU TO KNOW WHAT IS WHERE AT ALL TIMES. THE TROUBLE AND WORRY SAVED BY TWIN'S STORAGE SERVICE IS WELL WORTH THE SMALL CHARGE IT INSURES. COMPARED TO THE EXPENSE OF SHIPPING, AND THE DOUBLE TROUBLE OF shipping OR PACKING AND THEN STORING, TWIN'S STORAGE SERVICE IS THE ONLY SENSIBLE ANSWER.~~ CALL TWIN FOR FURTHER INFORMATION. TWIN'S PROMPT PICK-UP SERVICE WILL SOLVE YOUR STORAGE PROBLEM IMMEDIATELY.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, IN NORTHAMPTON. THE CORRECT TIME IS NOW 8:30 a.m. B.B.S.

ANNOUNCER: Marcia Macdonald

TIME: 8:30 A.M.
DATE: MONDAY
SPONSOR: TWIN CLEANERS
SOLICITOR: RN

THE PROBLEM OF THE DAY FOR USUAL IS CLOTHES. WHAT'S A SOCKET-MINDED SMITH'S DO WITH THE CLOTHES ARE WON'T NEED THIS SUMMER. IF SHE LEFT THEM AT SCHOOL, MOTHS AND STORAGE CONDITIONS COULD BADLY PROVE DISASTROUS TO THIS FINE WOOLENS AND SHEER SILKS. ANTIQUE COATS ARE CUT-RAGONS, AND THE MONEY PROBLEM OUTSTANDING AT THIS TIME OF YEAR.

ANSWER: TWIN CLEANERS, OF COURSE. TWIN'S VAULTS ARE SPECIALLY CONSTRUCTED TO GUARANTEE YOUR CLOTHES' SAFETY FROM MOTHS, XXXXXXXXX HARMFUL CLIMATIC CONDITIONS, AND CONSIDERS. THE CONSTANT WATCH THEY KEEP OVER YOUR CLOTHES PROTECTS THE FRENZIES ADDING TO THAT MIGHT OCCUR IN MAXIMUM-SAFE STORAGE PLACES. AND TWIN'S SPECIALIZED AND CAREFULLY KEPT FILING SYSTEM INSURES YOU AGAINST LOSS AND THEFT.

[redacted]

INFORMATION. TWIN'S PROMPT PICK-UP SERVICE WILL SOLVE YOUR PROBLEM IMMEDIATELY.

XXXXXXXX

TIME: 8:29 A. M.
DATE: MONDAY
SPONSOR: TWIN CLEANERS, INC.
SOLICITOR: R. N.

SPRING VACATION! TIME TO PACK AND GO YOUR MERRY WAY. ~~AND~~ WHETHER THAT WAY LEADS TO BERMUDA, FLORIDA, OR HOME, ONE THING IS CERTAIN: WHEREVER YOU GO XXXXXX YOU'LL WANT TO LOOK YOUR BEST. ~~THIS WILL BE NO PROBLEM IF YOU'LL~~ So why not LET TWIN CLEANERS HELP YOU TO LOOK YOUR BEST. AFTER ~~THEIR OFF SEASON~~ LONG STORAGE YOUR SPRING CLOTHES WILL ~~PROBABLY~~ BE RATHER BEDRAGGLED ~~LOOKING~~. BUT FINE CLEANING BY TWIN WILL SOON HAVE THEM LOOKING LIKE NEW. FINE CLEANING BY TWIN COSTS SO LITTLE--- YET BUYS SO MUCH. WHITE CLOTHES ~~ESPECIALLY~~ For instance GET THAT YELLOW, BEATEN LOOK, BUT TWIN CLEANERS CAN HAVE THEM SPARKLING WHITE IN NO TIME WITH THEIR SPECIAL WHITENING PROCESS, ~~WHICH IS~~ This is AN EXCLUSIVE PROCESS EMPLOYED ONLY BY TWIN CLEANERS. So JOIN THE RANKS OF WISE SMITH GIRLS, WHO, FOR THE PAST 34 YEARS, HAVE DEPENDED ON XXXXX TWIN TO HELP MAKE THEIR SPRING VACATIONS A SUCCESS. DON'T FORGET THAT YOUR PRECIOUS TIME WILL BE SAVED BY THE DAILY PICK-UP AND DELIVERY SERVICE OF TWIN CLEANERS.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW XXXX 8:30 A. M.

ANNOUNCER'S SIGN----------
Gail Ward - Mar. 17, 1954
Toffy March, 16 - 1954 - Tues.

TIME: 7:59 A.M.
DATE: Monday
SPONSOR: TWIN CLEANERS, INC.
SOLICITOR: R. N.

SPRING VACATION! TIME TO PACK AND GO YOUR MERRY WAY. WHETHER THAT WAY LEADS TO BERMUDA, FLORIDA, OR HOME, ONE THING IS CERTAIN: WHEREVER YOU GO YOU'LL WANT TO LOOK YOUR BEST. THE TWIN CLEANERS HELP YOU TO LOOK YOUR BEST. AFTER TWENTY-ONE SEASON STORAGE YOUR SPRING CLOTHES WILL PROBABLY BE RATHER BEDRAGGLED LOOKING. BUT FINE CLEANING BY TWIN WILL SOON HAVE THEM LOOKING LIKE NEW. FINE CLEANING BY TWIN COSTS SO LITTLE--YET BUYS SO MUCH. WHITE CLOTHES GET THAT YELLOW, BLATCH LOOK, BUT TWIN CLEANERS HAVE THEM SPARKLING WHITE IN NO TIME WITH THEIR SPECIAL WHITENING PROCESS, AN EXCLUSIVE PROCESS EMPLOYED ONLY BY TWIN CLEANERS. JOIN THE RANKS OF WISE SMITH GIRLS WHO, FOR THE PAST 14 YEARS, HAVE DEPENDED ON TWIN TO HELP MAKE THEIR SPRING VACATIONS A SUCCESS. DON'T FORGET THAT YOUR PRECIOUS TIME WILL BE SAVED BY THE DAILY PICK-UP AND DELIVERY SERVICE OF TWIN CLEANERS.

YOU ARE TUNED TO 600, WGBY, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW 8:30 A. M.

ANNOUNCER'S SIGN----------

TIME: 8:29
DATE: ~~MONDAY~~
SPONSOR: TWIN CLEANERS
SOLICITOR: RN

THE GIRL WHO WANTS TO BE WELL DRESSED WILL PAY SPECIAL ATTENTION TO HER CLOTHES. THE NAME TWIN CLEANERS IS SYNONYMOUS WITH SPECIAL ATTENTION. BY GIVING PERSONAL SERVICE TO EACH GARMENT, TWIN'S EXPERTLY-TRAINED STAFF DETERMINES THE METHOD OF CLEANING BEST-SUITED TO IT. COMPETENT WORKERS TAKE NOTE OF DETAILS IN THE DESIGN OF THE GARMENT AND THE TYPE OF FABRIC TO ENSURE THE SAFETY OF YOUR CLOTHES. WHEN YOU SEND YOUR CLOTHES TO TWIN CLEANERS, YOU CAN BE SURE THAT YOUR FROTHY GOWNS, AS WELL AS YOUR SILK DRESSES AND LINEN SUITS, WILL BE RETURNED TO YOU IN PERFECT CONDITION. FINE CLEANING MEANS EVER YTHING TO THE APPEARANCE OF YOUR OUTFIT. SO DON'T TAKE CHANCES WITH MEDIOCRE CLEANING WHEN QUALITY CLEANING BY TWIN COSTS SO LITTLE. LET TWIN HELP YOU TO LOOK YOUR BEST. FREE PICK-UP AND DELIVERY SERVICE DAILY. ~~[illegible]~~

wispy

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW 8:30. A.M.

ANNOUNCER'S SIGN.

Ruth Feingold

TIME: 8:29
DATE: MONDAY
SPONSOR: TWIN CLEANERS
SOLICITOR: KEN

THE GIRL WHO WANTS TO BE WELL DRESSED WILL PAY SPECIAL ATTENTION TO HER CLOTHES. THE NAME TWIN CLEANERS IS SYNONYMOUS WITH SPECIAL ATTENTION. BY GIVING PERSONAL SERVICE TO EACH GARMENT, TWIN'S EXPERTLY-TRAINED STAFF DETERMINES THE METHOD OF CLEANING BEST-SUITED TO IT. COMPETENT WORKERS TAKE NOTE OF DETAILS IN THE DESIGN OF THE GARMENT AND THE TYPE OF FABRIC TO ENSURE THE SAFETY OF YOUR CLOTHES. WHEN YOU SEND YOUR CLOTHES TO TWIN CLEANERS, YOU CAN BE SURE THAT YOUR FROCKY COATS, AS WELL AS YOUR SILK DRESSES AND LINEN SUITS, WILL BE RETURNED TO YOU IN PERFECT CONDITION. FINE CLEANING MEANS EVER YTHING TO THE APPEARANCE OF YOUR OUTFIT. SO DON'T TAKE CHANCES WITH MEDIOCRE CLEANING WHEN QUALITY CLEANING BY TWIN COSTS SO LITTLE. LET TWIN HELP YOU TO LOOK YOUR BEST. FREE PICK-UP AND DELIVERY SERVICE DAILY.

YOU ARE TUNED TO 600, WGBR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW 8:30 A.M.

ANNOUNCER'S SIGN.

TIME: 9:59
DATE: 11/18/53
SPONSOR: ALBERTS
SOLICITOR: V.L.G. JTD

READ SLOWLY
BUT WITH
WARMTH

Alberts new shipment of date dresses are JUST what YOU'LL need for a gay round of parties over Thanksgiving. Featuring ~~new~~ ORIGINAL necklines and BACK INTEREST, ALBERTS new DRESSES will give YOU all the CHIC that the DRESSIEST occaision demands. REASONABLY PRICED from $ 25.00 - $49.95, these lovely dresses come in satin, moirre, taffeta, poie de soie, and faille. Alberts will be able to fit you, (large or small,) in sizes 7 thru 16 ~~7 to 16~~, in a BRIGHT ARRAY OF COLORS...Featuring ice blue, navy, peacock, royal, red, champagne, and black. Alberts is open EVERY MONDAY for YOUR convenience, ~~a block~~ right on the edge of and is ~~NO walking distance from the~~ campus. So whether you're WALTZING AT THE WALDORF or ducking into CHARLIE'S for a ham on rye, you'll look SWEET AND NEAT in a dress from ALBERTS. // You are tuned to 600 the voice of Smith College, WCSR, Northampton.

announcer's signiture
Bob Barbour

TIME: 8:29 AM
DATE: 3/1/54
SPONSOR: TWIN CLEANERS
SOLICITOR: NE

THE MOST IMPORTANT THING ABOUT FORMALS--SECOND ONLY TO YOUR DATE-- IS YOUR GOWN. EVERYBODY WILL BE WEARING HER BEST -- AND SO WILL YOU. BUT A LOVELY DRESS IS ONLY THE BEGINNING. YOU'LL WANT YOUR FORMAL TO LOOK AS IF YOU ARE WEARING IT FOR THE FIRST TIME. WHY NOT HAVE IT CLEANED AND PRESSED BY TWIN CLEANERS NOW ---BEFORE THE RUSH. A TWIN SERVICE TRUCK STOPS AT EACH COLLEGE HOUSE EVERY DAY FOR BOTH COLLECTION AND DELIVERY. YOU CAN DEPEND ON TWIN. EVERYONE KNOWS THAT "FINE CLEANING BY TWIN COSTS SO LITTLE YET BUYS SO MUCH." SO, WHETHER YOUR PROM IS HERE OR AWAY, DEPEND ON TWIN --- AND LOOK YOUR BEST.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON . THE CORRECT TIME IS NOW: 8:30 A.M.

ANNOUNCERS SIGN. Anne Williston
3/1/54
3/8/54 Neil Ward

TIME:
DATE:
SPONSOR: TWIN CLEANERS
SOLICITOR: NE

BEFORE YOU BOARD THAT WEEK-END TRAIN, TAKE ANOTHER LOOK AT YOUR CLOTHES. MAYBE YOUR OLD-FAITHFUL CAMELS-HAIR COAT SEEMS A LITTLE TIRED OR YOUR PARTY DRESS IS BADLY STAINED. WHATEVER YOUR DESTINATION, YOU'LL WANT TO LOOK YOUR VERY BEST. AND THAT'S NO PROBLEM WHEN YOU RELY ON TWIN CLEANERS. SMITH GIRLS HAVE BEEN DEPENDING ON TWIN FOR THE PAST 34 YEARS. EVERYONE KNOWS THAT " FINE CLEANING BY TWIN COSTS SO LITTLE ---YET BUYS SO MUCH." EVERY MORNING A TWIN SERVICE TRUCK STOPS AT EACH COLLEGE HOUSE. SOMETIME BEFORE NOON, THAT TRUCK WILL STOP AT YOUR HOUSE. SO-- SHUFFLE THROUGH THAT WARDROBE JUST ONCE MORE LET TWIN CLEANERS HELP YOU TO LOOK YOUR BEST!!!!.

YOU ARE TUNED TO 600, THE VOICE OF SMITH COLLEGE, WGSR, IN NORTHAMPTON.

THE CORRECT TIME IS NOW....., COURTESY OF WINTHROP FOSTER'S CAMERA STORE," THEY HAVE THE FILM, THEY LOAD YOUR CAMERA!

ANNOUNCER'S SIGNATURE:

TIME: 8:29
DATE: ~~Tuesday~~ Monday
SPONSOR: TWIN CLEANERS
SOLICITOR: RN

THE GIRL WHO WANTS TO BE WELL DRESSED WILL PAY SPECIAL ATTENTION TO HER CLOTHES. THE NAME TWIN CLEANERS IS SYNONYMOUS WITH SPECIAL ATTENTION. BY GIVING PERSONAL SERVICE TO EACH GARMENT, TWIN'S EXPERTLY-TRAINED STAFF DETERMINES THE METHOD OF CLEANING BEST-SUITED TO IT. COMPETENT WORKERS TAKE NOTE OF DETAILS IN THE DESIGN OF THE GARMENT AND THE TYPE OF FABRIC TO ENSURE THE SAFETY OF YOUR CLOTHES. WHEN YOU SEND YOUR CLOTHES TO TWIN CLEANERS, YOU CAN BE SURE THAT YOUR FROTHY GOWNS, AS WELL AS YOUR SILK DRESSES AND LINEN SUITS, WILL BE RETURNED TO YOU IN PERFECT CONDITION. FINE CLEANING MEANS EVERYTHING TO THE APPEARANCE OF YOUR OUTFIT. SO DON'T TAKE CHANCES WITH MEDIOCRE CLEANING WHEN QUALITY CLEANING BY TWIN COSTS SO LITTLE. LET TWIN HELP YOU TO LOOK YOUR BEST. FREE PICK-UP AND DELIVERY SERVICE DAILY. [redacted]

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON. THE CORRECT TIME IS NOW 8:30 A.M.

ANNOUNCER'S SIGN.
Tues. 4/20 - Toffy

TIME: 8:29
DATE: TUESDAY
SOLICITOR: RN
SPONSOR: TWIN CLEANERS

THOSE INEVITABLE WEEK*END RAINS DIDN'T DAMPEN THE SPIRITS OF THE PROM-GOERS, BUT OH! WHAT IT DID TO THEIR FORMALS AND COCKTAIL DRESSES! AND THOSE SAME DRESSES ARE GOING TO BE NEEDED FOR THE BIG SPRING WEEK*ENDS AT THE MEN'S COLLEGES. BUT THOSE DRESSES CAN LOOK LIKE NEW AGAIN IF THEIR OWNERS WILL JUST LET TWIN CLEANERS HELP THEM TO LOOK THEIR BEST. THE SOFT, DELICATE MATERIALS OF SPRING CLOTHES REQUIRE SPECIAL CARE IF THEY ARE TO LAST, AND TO FLATTER YOUR APPEARANCE. WITH 36 YEARS OF EXPERIENCE, TWIN CLEANERS KNOWS WHICH CLEANING PROCESS IS BEST SUITED TO EACH MATERIAL. SUCH PERSONALIZED CLEANING MEASURES ENSURE THE SAFETY OF YOUR FROTHY FORMALS AND FRAGILE COCKTAIL DRESSES. AND TWIN CLEANERS PROVIDEDS SUCH PROMPT SERVICE THAT YOU NEVER NEED TO WORRY ABOUT YOUR GARMENT BEING READY IN TIME. WHEN YOU PREPARE FOR THAT NEXT BEIG WEEK*END, LET TWIN CLEANERS GET YOUR WARDROBE IN ORDER.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON

THE CORRECT TIME IS NOW 8:30

ANNOUNCER'S SIGNITURE_____

TIME: 8:29
DATE: [illegible]
SOLICITOR: NW
SPONSOR: TWIN CLEANERS

THOSE INVITABLE WEEK-END PARTS DIDN'T DAMPEN THE SPIRITS OF THE FROM-DOERS, BUT OH! WHAT IT DID TO THEIR FORMALS AND COCKTAIL DRESSES! AND THOSE SAME DRESSES ARE GOING TO BE NEEDED FOR THE BIG SPRING WEEK-ENDS AT THE MEN'S COLLEGES. BUT THOSE DRESSES CAN LOOK LIKE NEW AGAIN IF THEIR OWNERS WILL JUST LET TWIN CLEANERS HELP THEM TO LOOK THEIR BEST. THE SOFT, DELICATE MATERIALS OF SPRING CLOTHES REQUIRE SPECIAL CARE IF THEY ARE TO LAST, AND TO FLATTER YOUR APPEARANCE. WITH 56 YEARS OF EXPERIENCE, TWIN CLEANERS KNOWS WHICH CLEANING PROCESS IS BEST SUITED TO EACH MATERIAL. SUCH SPECIALIZED CLEANING MEASURES ENSURE THE SAFETY OF YOUR PRETTY FORMALS AND FRAGILE COCKTAIL DRESSES. AND TWIN CLEANERS PROVIDES SUCH PROMPT SERVICE THAT YOU NEVER NEED TO WORRY ABOUT YOUR GARMENT BEING READY IN TIME. WHEN YOU PREPARE FOR THAT LAST-BIG WEEK-END, LET TWIN CLEANERS GET YOUR WARDROBE IN ORDER.

YOU ARE TUNED TO 600, WSPR, THE VOICE OF SMITH COLLEGE, NORTHAMPTON
THE CORRECT TIME IS NOW 8:20

ANNOUNCER'S SIGNATURE

DATE: THURSDAY
TIME: TIME SIGNALS
SPONSOR: THE VERMONT STORE
SOLICITOR: LM

ARE YOU LOOKING FOR A GIFT? YOU'LL FIND JUST WHAT YOU WANT AT THE VERMONT STORE. THE CORRECT TIME IS _____.

DATE:
ANNOUNCER'S SIGNATURE:

ATTENTION ANNOUNCERS:

Please read this time spot 14 times a day on Thursday, whenever possible, at least once every hour.

Meryl Wilson
Marilyn Largenskey
Norma Winetsky
Mary Jablonka
Leslie Blackman
Alice Schlegel

" "

TIME: 5:29
DATE: Oct. 29, 1953 Thursday.
SPONSOR: THE WHALE INN
SOLICITOR: D.M.C.

PLEASE READ Thursday Oct 29 & Sign too

STOP at THE WHALE INN, in GOSHEN, THIS weekend, for a few hours of pleasant relaxation and DELECTABLE FOOD! Succulent ROAST BEEF and FRIED CHICKEN, as well as PECAN PIE are ALL specialties at THE WHALE INN.

The house itself is more than two hundred years old, and in every room, you'll always find a warm fire in the HUGE OLD-FASHIONED fireplaces. The dining room too, is a PICTURE of friendly hospitality..... complete with highly polished tables, candle-light, and brick flooring, the PERFECT PLACE to bring that special date or have that party you've been planning.

The WHALE INN caters for parties and also has comfortable lodgings for guests. THE WHALE INN is located in GOSHEN, only twenty minutes north on ROUTE NINE. So remember this little jingle, and follow Jonah...

" THE WHALE he swam around the OCEAN
and landed JONAH up in GOSHEN! "

The correct time is now 5:30

YOU ARE TUNED TO 600, the Voice of SMITH COLLEGE, WCSR, Northampton.

Boo Barbour
ANNOUNCER'S SIGNITURE

Margie Guggenheim
ANNOUNCER'S SIGNITURE

TIME: [illegible]
DATE: [illegible]
SPONSOR: THE WHALE INN
SOLICITOR: D.M.E.

STOP at THE WHALE INN, in GOSHEN, THIS weekend, for a few hours of pleasant relaxation and DELECTABLE FOOD! Succulent ROAST BEEF and FRIED CHICKEN, as well as FRIAN FIS are ALL specialties at THE WHALE INN.

The house itself is more than two hundred years old, and in every room, you'll always find a warm fire in the HUGE OLD-FASHIONED fireplaces. The dining room too, is a PICTURE of friendly hospitality..... complete with highly polished tables, candle-light, and brick flooring, the PERFECT PLACE to bring that special date or have that party you've been planning.

The WHALE INN caters for parties and also has comfortable lodgings for guests. THE WHALE INN is located in GOSHEN, only twenty minutes north on ROUTE NINE. So remember this little jingle, and follow Jonah...

" THE WHALE he swam around the OCEAN
and landed JONAH up in GOSHEN! "

The correct time is now [illegible]

YOU ARE TUNED TO 600, the Voice of SOUTH DUTCHESS, WCSR, Northampton.

DATE: 5/3/54

TIME: 7:59

SPONSOR: MRS. WIGGIN'S CANDY STORE

SOLICITOR: SS

SUNDAY IS MOTHER'S DAY AND THAT BRINGS UP THE PROBLEM OF GIETS. MRS. WIGGINS' CANDY STORE HAS A VARIED SELECTION OF THE BEST OF MOTHER'S DAY GIFTS. IF CANDY IS RIGHT FOR YOUR MOTHER, THEN THE MOTHER'S DAY SPECIAL, BON-BONS AND WHITE CHOCOLATES, PRICED AT ONLY $1.50 AND$2.50,MAY BE YOUR ANSWER. IS YOUR MOTHER TEMPTED BY MARASCINO CHERRIES, CORDIAL SAUCE, AND DARK CHOCOLATES? THEN MRS. WIGGINS' CHERRY CORDIALS, AT $1.65 A POUND, ARE THE PERFECT GIFT.

MOTHER IS A DIETER? THEN MRS. WIGGINS' SOLVES THE PROBLEM IN HER KNICK-KNACK DEPARTMENT. SUCH GOOD LOOKING AND USEFUL ITEMS AS INDIVIDUAL SALAD BOWLS, AT ONLY $1.55 EACH, OR EARTHENWARE SPICE DISHES, FOR SETTING A SUMMER DINNER TABLE, AT ONLY $.75 EACH, MAKE THE GIFT PROBLEM DISAPPEAR.

REMEMBER, WHEN YOU HAVE CHOSEN YOUR GIFT, MRS. WIGGINS WILL BE GLAD TO HELP YOU MAIL IT. SO ORDER EARLY, AND MAKE SURE YOUR GIFT ARRIVES ON TIME.

You are tuned to WCSR the Voice of Smith College, Northampton. The correct time is now 10:00

ANNOUNCER'S SIGNATURE

5/3/54

M. Jablonka

DATE: 5/1/54

TIME: 7:59

SPONSOR: MRS. WIGGIN'S DANDY STORE

SOLICITOR: SS

SOMETHING MOTHERS DAY AND THAT SHINES UP THE PROBLEM OF GIFTS. MRS. WIGGINS' DANDY STORE HAS A VARIED SELECTION OF THE SPIRIT OF MOTHER'S DAY GIFTS. IF DANDY IS RIGHT FOR YOUR MOTHER, THEN THE MOTHERS'S DAY SPECIAL, BON-BONS AND WHITE CHOCOLATES, PRICED AT ONLY $1.50 AND$2.50, MAY BE YOUR ANSWER. IS YOUR MOTHER TEMPTED BY VARIEGATED CHERRIES, COCKTAIL SAUCE, AND DARK CHOCOLATES? THEN MRS. WIGGINS' CHERRY COCKTALS, AT $1.65 A POUND, ARE THE PERFECT GIFT.

IF MOTHER IS A PICTURE THEN MRS. WIGGINS' SOLVES THE PROBLEM IN HER KITCH-KNACK DEPARTMENT. SUCH GOOD LOOKING AND USEFUL ITEMS AS INDIVIDUAL SALAD BOWLS, AT ONLY $1.55 EACH, OR SERVING SETS FROM ITEMES, FOR SETTING A SUMMER DINNER TABLE, AT ONLY $.95 EACH, MAKE THE GIFT PROBLEM DISAPPEAR.

REMEMBER, WHEN YOU HAVE CHOSEN YOUR GIFT, MRS. WIGGINS WILL BE GLAD TO HELP YOU MAIL IT. SO ORDER EARLY, AND MAKE SURE YOUR GIFT ARRIVES ON TIME.

ANNOUNCER'S SIGNATURE

5/1/54

TIME: 9:59

DATE: 3/22/54

SPONSOR: MRS. WIGGINS CANDY STORE

SOLICITOR: SS

ONLY 2 DAYS TILL WE ALL MAKE THE DASH FOR RAILROAD STATIONS, CABS OR THE AIRPORT. ARE YOU GOING HOME? YOUR PARENTS WILL WELCOME YOU WITH OPEN ARMS. PROVE THAT THE FEELING IS MUTUAL. GREET THEM WITH A WONDERFUL BOX OF MRS. WIGGIN'S CANDIES. PERHAPS THE EASTER BONNET ASSORTMENT WILL CATCH YOUR FANCY. IT'S A VACATION SPECIAL--LAYERS OF DARK AND MILK CHOCOLATES AND PRICED AT ONLY $2.75. ARE YOUR FOLKS SENTIMENTAL ABOUT THE GOOD OLD DAYS? THEN THE SWEETS OF LONG AGO BOX IS THE RIGHT ONE. ITS LARGE ASSORTMENT OF STICKS, BAKED BEANS, ROCK CANDY, EMPERIALS, AND OTHER SWEETS WILL BRING BACK THE DAY OF THE P PENNY CANDY. THIS DELICIOUS BOX IS PRICED AT ONLY $1.25. WHETHER IT'S A HOSTESS GIFT PROBLEM THAT IS STILL UNSETTLED, A BIRTHDAY PRESENT STILL UNBOUGHT, OR ANY OTHER OF A THOUSAND REASONS, REMEMBER THE BEST IN SWEETS FOR ALL OCCASSIONS IS WAITING FOR YOU AT MRS. WIGGIN'S CANDY STORE, ON KING STREET--ACROSS THE STREET FROM THE HOTEL NORTHAMPTON.

THE CORRECT TIME IS NOW 10:00 YOU ARE TUNED TO 600, THE VOICE OF SMITH COLLEGE, W.C.S.R. IN NORTHAMPTON.

ANNOUNCER SIGN.

3/22/54

DATE: 4/22/54

TIME: 7:59

SPONSOR: MRS. WIGGIN'S CANDY STORE

SOLICITOR: SS

A DAY IN THE SUN WITH A GOOD BOOK AND SOMETHING TO SATISFY YOUR SWEET TOOTH. IT SOUNDS LIKE HEAVEN, DOESN'T IT? WELL, THE LEISURE TIME MAY BE HARD TO FIND, BUT THE CANDIES FOR YOUR SWEET TOOTH AR EASILY LOCATED AT MRS. WIGGIN'S CANDY STORE, ON KING STREET. WITH SUMMER WEATHER HERE, HER HOME-MADE SUMMER ASSORTMENT MAY BE JUST THE THING TO CATCH YOUR FANCY. CREAMY SMOOTHE WHITE CHOCOLATES, DELICIOUS FUDGE, CHEWY CARAMELS, AND BON-BONS, ALL GO TO MAKE UP ONE OF THE BEST WARM WEATHER TREATS TO BE FOUND. LEMON DROPS ALSO HIT THE SPOT IN THE HEAT, AND THEY ARE MRS. WIGGINS SPECIAL FOR THE WEEK, AT ONLY $.49 A LB.

IF YOU'RE A MEMBER OF THE FORWARD LOOKING GROUP, YOU'VE STARTED TO THINK ABOUT MAY, AND MAY BASKETS. MRS. WIGGINS HAS THE FINEST IN HOME MADE CANDIES IN THE BEST OF MAY BASKETS. SO, REMEMBER, IFITS CHOCOLATES FOR A GIFT, MAY BASKETS FOR FRIENDS, OR JUST CANDIES FOR NIBBLING, MRS. WIGGIN'S OFFERS THE BEST. TRY SOME.

THE CORRECT TIME IS NOW 8:00 O'CLOCK. YOU ARE TUNED TO 600, W.C.S.R. THE VOICE OF SMITH COLLEGE, IN NORTHAMPTON.

ANNOUNCER'S SIGNATURE

4/22 Norma Winitsky

DATE: 4/29/54

TIME: 7:59

SPONSOR: MRS. WIGGIN'S CANDY STORE

SOLICITOR: SS

A-DAY IN THE SUN WITH A GOOD BOOK AND SOMETHING TO SATISFY YOUR SWEET TOOTH. IT SOUNDS LIKE HEAVEN, DOESN'T IT? WELL, THE LEISURE TIME MAY BE HARD TO FIND, BUT THE CANDIES FOR YOUR SWEET TOOTH AN EASILY LOCATED AT MRS. WIGGIN'S CANDY STORE, ON KING STREET. WITH SUMMER WEATHER HERE, HER HOME-MADE SUMMER ASSORTMENT MAY BE JUST THE THING TO CATCH YOUR FANCY. CREAMY SMOOTHS WHITE CHOCOLATES, DELICIOUS FUDGE, CHEWY CARAMELS, AND SOM-SORS, ALL GO TO MAKE UP ONE OF THE BEST WARM WEATHER TREATS TO BE FOUND. LEMON DROPS ALSO HIT THE SPOT IN THE HEAT, AND THEY ALL MRS. WIGGINS SPECIAL FOR THE WEEK, AT ONLY $.49 A LB.

IF YOU'RE A MEMBER OF THE FORWARD LOOKING GROUP, YOU'VE STARTED TO THINK ABOUT MAY, AND MAY BASKETS. MRS. WIGGINS HAS THE FINEST IN HOME MADE CANDIES IN THE BEST OF MAY BASKETS. SO, REMEMBER, IVITS CHOCOLATES FOR A GIFT, MAY BASKETS FOR FRIENDS, OR JUST CANDIES FOR NIBBLING, MRS. WIGGIN'S OFFERS THE BEST. THE SCENE.

THE CORRECT TIME IS NOW 8:00 O'CLOCK. YOU ARE TUNED TO 600, W.C.S.R. THE VOICE OF SMITH COLLEGE, IN NORTHAMPTON.

ANNOUNCER'S SIGNATURE

TIME: 7:59

DATE: 4/15/54

SPONSOR: MRS. WIGGINS CANDY STORE

SOLICITOR: SS

SPRING VACATION HAS COME AND GONE, BUT THE EASTER HOLIDAYS ARE STILL BEFORE US. EASTER RABBITS AND EASTER EGGS ARE LONG-STANDING SYMBOLS OF THIS SEASON. WHETHER THEY ARE MILK CHOCOLATE, SUGAR COATED, OR LIVE AND FRISKING, THEY BELONG TO EASTER TIME. MRS. WIGGINS CANDY STORE, ON KING STREET, HAS A LARGE TEMPTING VARIETY OF FINE EASTER CANDIES AND GIFTS. IF YOU ARE LOOKING FOR THE CHOCOLATE BUNNIES THAT YOU CAN REMEMBER LOVING WAY BACK WHEN---, YOU'LL FIND MRS. WIGGINS HAS THEM FOR AS LITTLE AS $.30. PERHAPS YOUR FAVORITE WILL BE THE EASTER BONNET ASSORTMENT. IT'S A HOLIDAY TREAT--LAYERS OF DARK AND MILK CHOCOLATE, NUTS, CREAMS, AND ALL YOUR FAVORITES --OVER TWO POUNDS OF CANDY, FOR ONLY $2.75. FOR THOSE EASTER CANDIES , WHETHER RABBITS, COINS, CHICKENS, OR EGGS, REMEMBER, THE BEST IN SWEETS FOR ALL OCCASSIONS, IS WAITING FOR YOU AT MRS. WIGGINS CANDY STORE.

THE CORRECT TIME IS NOW 8:00 YOU ARE TUNED TO 600, THE VOICE OF SMITH COLLEGE, W.C.S.R., IN NORTHAMPTON.

ANNOUNCER SIGN.

Al Thompson

TIME: 10:29
DATE: Thursday, Oct. 30, 1953
SPONSOR: WILLIAMS HOUSE
SOLICITOR: DMC

Do YOU like foods with that CONTINENTAL touch and flavor???
Then come to WILLIAMS HOUSE in WILLIAMSBURG,
eight miles NORTH on ROUTE NINE.
YOU'LL satisfy your appetite with extra-thick, juicy,
T-BONE STEAK for two....
chicken COOKED IN WINE, fresh JUMBO shrimp CREOLE,
roast PRIME RIBS of BEEF, or other SUPERB dinners with
ALL the TRIMMINGS.
THE WILLIAMS HOUSE in WILLIAMSBURG is an old, colonial, country tavern
with fireplaces for informal get-togethers over pop corn,
a charming and spacious dining room, a high-fidelity sound system
and record player which you can use, an attractive cocktail lounge,
and a fine floor for dancing.
At the WILLIAMS HOUSE, dinner is served from six to eight every night,
and from noon til mid-night on weekends, so you'd better make
reservations!
If you don't know WILLIAMS HOUSE, now, PLAN to discover it SOON!

You are tuned to 600, the voice of SMITH COLLEGE, WCSR in NORTHAMPTON.

Cynthia Harris
Announcer's SIGNATURE.

TIME: 10:29
DATE: [illegible]
SPONSOR: WILLIAMS HOUSE
SOLICITOR: DMC

Do YOU like foods with that CONTINENTAL touch and flavor???
Then come to WILLIAMS HOUSE in WILLIAMSBURG,
eight miles NORTH on ROUTE NINE.
YOU'LL satisfy your appetite with extra-thick,juicy,
T-BONE STEAK for two....
chicken COOKED IN WINE, fresh JUMBO shrimp GRENOLE,
roast PRIME RIBS of BEEF, or other SUPERB dinners with
ALL the TRIMMINGS.
THE WILLIAMS HOUSE in WILLIAMSBURG is an old,colonial ,country tavern
with fireplaces for informal get-togethers over pop corn,
a charming and spacious dining room,a high-fidelity sound system
and record player which you can use,an attractive cocktail lounge,
and a fine floor for dancing.
At the WILLIAMS HOUSE,dinner is served from six to eight every night,
and from noon til mid-night on weekends,so you'd better make
reservations!
If you don't know WILLIAMS HOUSE,now, PLAN to discover it SOON!

You are tuned to 600,the voice of SMITH COLLEGE,WSEN in NORTHAMPTON.

Announcers STONEMAN.